



Template: AI Integration into Content Automation Checklist

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Based on Article: "How to Integrate AI into Your Content Automation Strategy"

A practical checklist to guide the integration of AI into your content automation strategy, helping teams improve efficiency and effectiveness.

Checklist Items:

- ☐ **1. Secure Accounts and Access**
Create or verify accounts for AI platforms, content management systems, and automation tools to ensure smooth integration.
Reference Section: Prerequisites & What You'll Need
- ☐ **2. Assign Roles**
Designate one editor and one technical integrator to oversee prompt engineering and manage the CMS, enhancing efficiency in content production.
Reference Section: Prerequisites & What You'll Need
- ☐ **3. Gather Reference Data**
Collect a sample set of 15–30 articles and a style guide to assist in tuning AI outputs and maintaining consistent branding.
Reference Section: Prerequisites & What You'll Need
- ☐ **4. Audit Current Workflow**
Map your existing content process step-by-step, measure task durations, and identify areas suitable for automation.
Reference Section: Step 1 — Audit Your Current Content Workflow
- ☐ **5. Score Tasks for Automation**
Evaluate each task based on frequency, average time, complexity, and automation suitability, prioritizing tasks with high scores for AI assistance.
Reference Section: Step 1 — Audit Your Current Content Workflow
- ☐ **6. Choose AI Tools and Models**
Select appropriate AI tools and models that align with your content needs and the tasks identified during the audit.
Reference Section: Step 2 — Choose the Right AI Tools & Models
- ☐ **7. Launch Automation Pilot**
Implement a low-risk pilot for automation on the prioritized tasks, ensuring to maintain quality control and gather performance metrics.
Reference Section: Implementation sequence for low-risk pilots

☐ **8. Measure Impact**

Evaluate the performance of the AI tools against established metrics to assess the impact on content production and engagement.

Reference Section: Metrics that prove impact across funnel stages

☐ **9. Scale Successful Implementations**

Based on pilot results, expand the integration across the team or organization, refining workflows as necessary.

Reference Section: Scaling from pilot to enterprise workflow