



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