# Template: Multi-Modal Content Strategy Checklist

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Based on Article: "Trends Shaping the Future of Multi-Modal Content: What to Watch For"

A practical checklist to enhance your multi-modal content strategy by leveraging automation and personalization.

## Checklist Items:

☐ **1. Establish Governance and Brand Safety**
Set up allowed content lists, rules for image usage, and establish service level agreements (SLA) for content review.
Reference Section: Practical adoption checklist

☐ **2. Implement Prompt Version Control**
Save canonical prompts, note variables used, and track outcomes for each version to maintain consistency and measure effectiveness.
Reference Section: Practical adoption checklist

☐ **3. Define Quality Metrics**
Establish objective key performance indicators (KPIs) for clarity, brand adherence, and engagement lift, along with A/B testing windows.
Reference Section: Practical adoption checklist

☐ **4. Incorporate Human-in-the-Loop Review Process**
Ensure borderline outputs are routed to editors while automating only tasks that can be consistently repeated.
Reference Section: Practical adoption checklist

☐ **5. Monitor Infrastructure and Cost Controls**
Keep track of token and compute usage as well as cache generated assets to manage production costs effectively.
Reference Section: Practical adoption checklist

☐ **6. Conduct Modality Profiling**
Use analytics to map behavioral and contextual signals to content formats, categorizing preferences based on session length, device type, and time of day.
Reference Section: Trend 2 — Personalization at Modality-Level

☐ **7. Design and Implement Modality-Level Tests**
Create tests comparing different modality mixes by defining hypotheses and selecting metrics to measure their impact on engagement and conversions.
Reference Section: Trend 2 — Personalization at Modality-Level

### 8. Leverage AI-Generated Multi-Modal Creative

Utilize generative models to create coordinated assets across text, image, audio, and video from a single idea, ensuring consistent brand voice.

Reference Section: Trend 1 — AI-Generated Multi-Modal Creative

### 9. Utilize Cross-Modal Generators and Adapters

Incorporate tools that transform content between modalities while retaining the original context, improving production efficiency.

Reference Section: Trend 1 — AI-Generated Multi-Modal Creative