

CHECKLIST

12 REVIEW POINTS 8 MIN REVIEWED 11/08/2026

Build a B2B editorial plan with a measurable goal

Define target group, topics, formats, approvals and key figures for a sustainable B2B editorial plan.

FOR WHOM

Marketing, sales, subject matter experts and management before building a regular social media program.

WHEN TO USE IT

Before a new quarter, a campaign, or handing off content work to internal or external teams.

THE SHORT ANSWER

A B2B editorial plan is effective if each topic serves a specific target group and a business question, those responsible and approvals are clear, and key figures reflect not only reach, but also qualified reactions and next steps.

01

Target and audience

An editorial plan starts with a business question, not a posting calendar.

- ☐ **Set primary goal**
Visibility, applications, conversations or customer loyalty require different content and key figures.
- ☐ **Describe key target groups**
The role, initial situation, objections and information needs are specifically stated.
- ☐ **Derive topic areas from real questions**
Sales, service and projects deliver recurring problems instead of replaceable trends.
- ☐ **Select channel per target group**
The channel follows usage and format, not broadest general reach.

02

Production and release

A realistic process is more valuable than a cluttered calendar.

- ☐ **Clarify responsibility for each work step**
Owners receive briefing, review, design, approval, publication and response.
- ☐ **Determine reusable formats**
Specialist answer, case, checklist, video or comment are used to match the content.
- ☐ **Plan for technical and legal examinations**
Claims, sources, image rights, personal information and releases are checked before publication.
- ☐ **Adjust clock to available quality**
Less reliable contributions are better than a plan that is only followed with filler.

03

Measure and learn

Key figures must lead to a decision, otherwise they remain decoration.

☐

Set key figures for each goal

Relevant reactions, click quality, conversations and applications are separated from pure reach.

☐

Record the origin of requests

Forms, conversations or CRM should make the contact path comprehensible.

☐

Evaluate comments and queries

Recurring questions become new specialist content and improvements to the offering.

☐

Set a fixed review date

Topics, formats, effort and results are evaluated together in a clear rhythm.

Result of the joint review

- ✓ A goal-related topic and format plan
- ✓ Clear production and release
- ✓ Measurement beyond reach
- ✓ A reliable learning and review rhythm

Related guidance

B2B editorial plan and key figures



Social media



Build an editorial plan



Sources and professional basis

This working aid translates general recommendations into a compact initial review. The primary sources and your specific context remain decisive.

LinkedIn: B2B content types and metrics



LinkedIn: Marketing success hub



Frequently asked questions

How often does a B2B company have to post?



Which metric is most important?



Browser checkmarks are not stored or transmitted to sudo/PORT.