

## Digital Marketing Checklist

### ➤ SOCIAL MEDIA

To ensure your social media profiles are ready to share your content, start with these steps:

- Choose your social platforms - It's important to choose the appropriate platforms for what you're trying to promote. ie: some companies have no business posting the things they do on LinkedIn.
- Completion (fully optimized) of social platforms - Including basic info (bio/about section), claiming your business' name and URLs, populating images and brand creatives.
- Following fellow businesses, brands and prospects- After all, no matter how much amazing content you have, if you don't have an audience your efforts go unseen.
- Create a content strategy that supplements and supports your holistic marketing strategy.
  - What do your customers and fans actually care about? What sort of problems does your product or service solve for? How do you improve their lives or make them easier? What information do you have access to that might be novel, helpful or beneficial for your customers to have? This is what should populate your content strategy.
- Create engaging visual content
  - Videos and images are king on social. Posts should always go out with a picture, a video, or, at the very least, a link to a web page. Facebook specifically prioritizes the distribution of video content above anything else, followed by video, then links.
- Clearly define your target audience
  - Trying to talk to everybody is a great way to reach nobody. Pick a small handful of audiences that you'd like to reach.
- Create a business or brand identity
  - Who you are, how you want to be perceived, and how you want your voice to sound.
- Define measurable and realistic KPI goals
  - Focusing on a two or three key goals that matter most to you. What benefits can social provide you that will provide the most value.