

Engaging Content Checklist

While it's valuable to understand how digital marketing platforms work in terms of posting functionality, feed algorithms and delivering content to your audience, if your content isn't of value to your audience, they won't engage, and you lose potential leads.

Here are some simple checks to do before writing or publishing digital content across social media, email and blogs.

Customer

What content does your customer need right now? What would be helpful for them?

What content do they engage with? E.g. like, comment, click and share

What does your customer do after engaging with a piece of digital content? What journey does a customer take digitally to typically become a warm lead?

Is the customer at the heart? Remember that your audience doesn't care about your company or your service, only how and whether you can solve their problem.

Story

Will your post do at least one of the following?

Empower	Support	Empathise	Inspire	Amuse
---------	---------	-----------	---------	-------

Is this fresh content?

Is the content shareable? Why would a peer or potential customer share it?

Does the post include a call to action?

Visual

Is the image relevant to the story?

Is the image good quality?

Could video (or live, depending on the platform) be used for this topic?

Hashtags

Are they relevant to the post topic and image?

Have you included tags relevant to your...?

- customer?
- local area?
- your skills and expertise?
- how you help people?

Have you included any emotive hashtags e.g. #motivation #winning

Timing

Are you posting at the optimal time and day of the week?

Have you spaced out the publishing frequency? Have you observed the 80/20 rule frequency on your feed? i.e. 80% story-led, 20% straight promotional

Are you leaving time to respond to engagements in the first 1-2 hours of publishing?