

**DIGITAL  
NARRATIVE**

## **DIGITAL MARKETING 'HEALTH' CHECKLIST**

2022

### **EVERY MONTH**

 **30 MINS**

Go to website analytics (via Google or web dashboard) and analyse where your website traffic is coming from. What does this tell you?

 **120 MINS**

Write a 500 word blog for your website featuring a high-volume search term from Google. Upload to website with appropriate image and share on Facebook/LinkedIn

 **180 MINS**

Create 12+ new image tiles/videos for Instagram in Canva or similar design program. Write accompanying copy and schedule in Meta Suite.

 **90 MINS**

Create a helpful, punchy newsletter in your preferred mail program. Include links to your blog or a web page and a custom designed banner.

### **EVERY DAY**

 **15 MINS**

Go onto your brand Facebook Page. Reply to any comments on posts and check for messages. Reply within 24 hours.

 **30 MINS**

Go onto Instagram as **your brand**. Reply to any comments. 'Like' several posts from people you are following and comment on some posts.

### **EVERY WEEK**

 **15 MINS**

Check your website for any broken links or errors. Check your ads are all correctly performing.

 **30 MINS**

Follow 50 new accounts on IG/Tik Tok. Choose accounts which already follow one of your competitors.

 **30 MINS**

Video something and share it on your Stories/Reels e.g. a tip or something 'newsworthy'. Post to IG/Tik Tok/FB.

 **10 MINS**

Email a client/VIP customer and ask politely for a review on Google/FB.