

DIGITAL MARKETING DAILY CHECKLIST



SOCIAL MEDIA

- Check posts are scheduled and proofread
- Review the latest industry news & trends
- Share an Instagram Story
- Reply to any comments
- Leave 5 comments on other accounts
- Follow 10 new accounts
- Track and reply to your brand mentions
- Comment on new posts from Influencers
- Check for trending hashtags in your industry
- Review what your competitors have posted
- Check if you need to update your profile page links with new offers or content

WEBSITE

- Check analytics and identify opportunities
- Ensure all new posts and products have correct SEO mark-up
- Publish new blogs and promote them
- Ensure website security is up to date
- See if any new offers or products should be features on the homepage
- Check and reply to any new form submissions
- Refresh one piece of older content

EVERYTHING ELSE

- Check and send scheduled email campaigns
- Review ads that are currently running and optimise them if necessary
- Keep note of new content ideas for blogs and videos
- Reach out to influencers in your network about collaborations
- Catch up with other departments to stay on top of company news, launches and events

In need of a Digital Marketing Apprentice? Get in touch:

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