



# Visual Marketing Checklist

Being successful with visual marketing as a blogging and business online is a matter of being consistent and of having a great plan.

We've looked at the best plan for you to formulate for your visual marketing and put it together here on a tidy checklist. Now it's just a matter of following that through, step-by-step and then being consistent with it. ***This checklist will help you to do both those things.***

## Branding

Before you get started, you need a strong brand.

- A strong brand means a great logo.
- This also means other matching materials for your social media
- Cover/header images and the rest
- A strong brand means having a purpose, a mission statement and something that can be summed up in a tagline
- Know your target audience, know your niche and know what you're trying to accomplish
- Don't try to appeal to everyone. Instead, create a brand that when someone looks at it, they will know instantly whether that is something they are likely to be interested in or not. ***(high-quality, consistent, and stunning images will do that!)***

# Implementation

Build a website to match that brand

- Sign up to social media accounts
  - Choose no more than 3 to start (we recommend two of them being Instagram and Pinterest)
  - Pick one primary account that you will put most focus onto
- Add social sharing buttons, 'follow me' buttons and more to your website's homepage
- Consider adding a feed to your sidebar or footer of your website

# Social Media Research

Social media is not just there for you to market to people. This is a two-way tool and that is good news for you, because it means you can use it to engage with your audience to learn more about them and their needs.

**Do your market research! And this entails:**

- Looking at the competition in your niche
- What are other popular brands in your niche doing?
- What can you do the same?
- What should you do differently?
- What have they missed?
- What are people asking for that isn't being delivered?
- Look for potential business partners and influencers you can work with
- Spend time developing your reputation in these circles, spend time learning as much as you can (this is an ongoing practice)

# Creating Posts

Posts on your blog and social media accounts should always aim to offer value. People will not subscribe or follow you out of the goodness of their heart!

- Create marketing templates to use for your platforms (we recommend Canva or PicMonkey for these):
  - **Example:** Instagram post templates & Pinterest Pin templates
- Aim to be very consistent and stay “on-topic” (There is some leeway here for personal/lifestyle brands to branch out slightly)
- Post regularly and remember that only a percentage of your followers and subscribers will see each post
- So, don’t worry about inundating them. Just worry about creating a healthy, consistent, and value packed content calendar and plan.

# Images

Images shared to Instagram, Facebook, Pinterest etc. can help to really grab attention of your audience. Particularly if they’re consistent, high quality, and stunning/relevant, entertaining, and adds to your content message.

- Download as many free stock photos from Ivorymix.com as you want!
- Create a theme for your next batch of content

# Content

Your bread and butter very often will be to post content from your own website.

- So, make sure you use highly sharable titles, photos and graphics.
- Make sure to use images, to spread your content out
- Always have an actual USP (a unique selling position: something that will make your content worth reading for your audience)
- Try to have an emotional connection in your blog posts. Writing from a conversational tone is a great way to accomplish this!
- The ideal blog post length is 800-1,800

- Post as often as possible but don't stress out about it. You're doing great!
- There is nothing wrong with sharing, updating, and re-sharing older content. Look for old posts on your site that you can re-share and that people might find interesting or relevant.
- There is nothing wrong with sharing content from other brands on social media. In fact, look for what is trending and doing well then share it yourself for guaranteed growth!

## Email Marketing

- Build your first freebie / opt-in offer
- Obtain customer email in return for an incentive
- Build the onboarding / welcome sequence in your autoresponder.,
  - Create at least a welcome email (but it could be 4-8 emails)
  - Create a lead nurture campaign
  - Create an offers campaign
  - Remember that emails should educate and they should engage (that means always ask for something! A click, a pin, a reply..)
- Schedule a newsletter sharing a specific and new blog posts
- Email your first offer / sales pitch (just try it)
- Make your offer have a start and end date
- After your first email of the offer, Follow-Up. Follow-up. And Remind!

## Search Engine Optimization

- Determine primary keyword phrases related to your niche, content, pages, and topics.
- Use a plugin like Yoast SEO to incorporate keywords into your content, subject lines, and more.
- Remember to use keywords in the descriptions and "alt-tags" of your website images too.

## *Some Things Try*

- Definitely make video and if possible run a YouTube channel!
- Try going live
- Use Facebook Live, Instagram or
- Use Instagram stories and Snapchat

## *Finally...*

- Set up a schedule you can stick to.
- Use scheduling apps to make lots of posts at once and then have them gradually published out your accounts (Tailwind is great for Pinterest and Instagram scheduling)
- Make it easier for yourself by setting up your mobile device for easy drafting and posting to your social media and blog.
- Identify points during your day/routine where you feel energized to create and make it a point to recreate that moment as many times as you can.
- Avoid things that make you feel less energized.
- If certain things about content creation are hard for you, then outsource it!
- Embrace what you most gravitate toward.