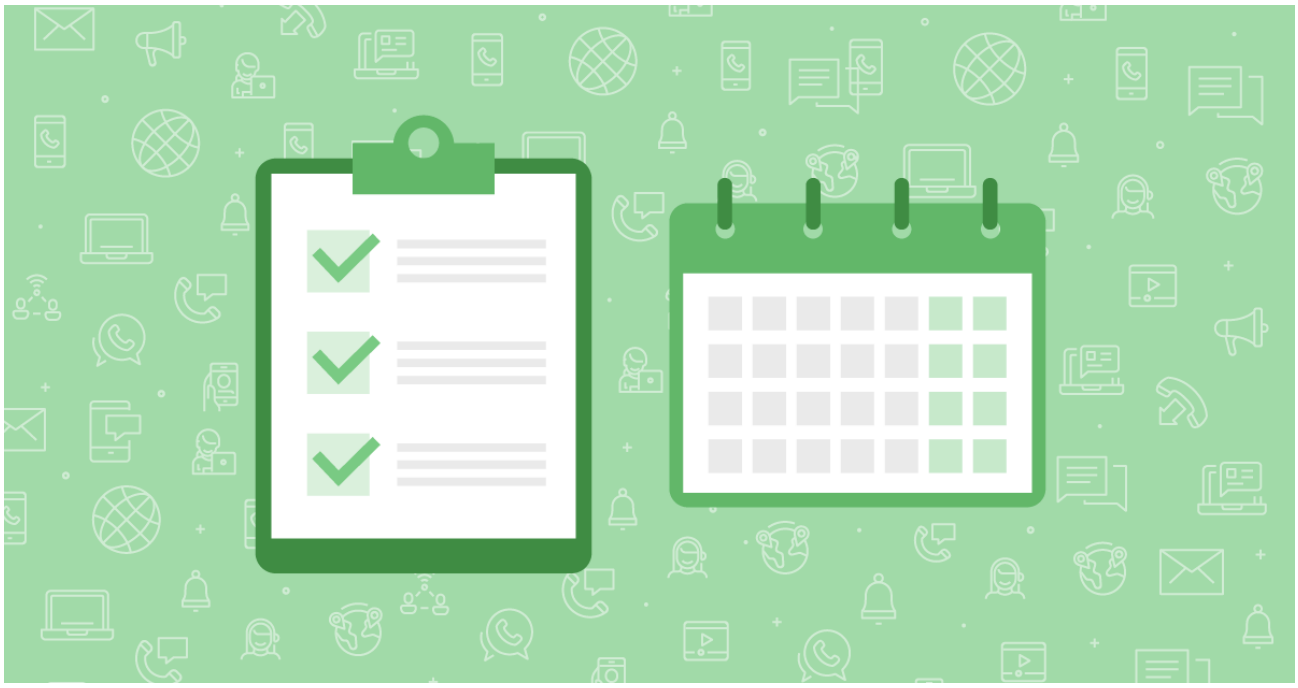
Digital Marketing Assistant Daily, Weekly, Monthly Checklist

Save and share this checklist with your Digital Marketing Assistant to help you build your brand online or help build your client's brand. Edit/add to this checklist as needed.



SOCIAL MEDIA

- [ ] Check and evaluate Instagram and Facebook ad promotions
- [ ] Engage with followers (especially MVP's) across all social media platforms
- [ ] Check stats across all social media platforms (do this a few times a week)
- [ ] Engage with other influencers across all social media platforms
- [ ] Make sure you respond to questions across all social media platforms (don't forget your blog articles)
- [ ] Check your mentions on all platforms
- [ ] Respond to DM (direct messages) on all platforms
- [ ] Monitor your keywords, look for trending topics
- [ ] Make sure posts are scheduled on all platforms (including blog posts)
- [ ] Check out other related profiles on all platforms
- [ ] Follow new followers on all platforms
- [ ] Engage and compliment at least one new person on each platform
- [ ] RT relevant tweets and/or join a Twitter chat
- [ ] Create new content to share every day
- [ ] Spend time repining, creating new pins, engaging, and following on Pinterest
- [ ] Research hashtags, other profiles, posts, and stories

- [ ] Look at analytics on all social media accounts. Take notes that you can use to help create monthly social media audit
- [ ] Monitor keywords, research new keywords, look for trending topics
- [ ] Research your competitors (did any of their content do especially well, take notes)
- [ ] Review and audit current social media campaigns. Are monthly goals met?
- [ ] Assit with creating monthly social media audit
- [ ] Research upcoming holidays and events that can be used to help the brand or business

CONTENT CREATION

- [ ] Help with creating and editing blog posts
- [ ] Help with planning content for the following week (posts, photos, content stories)
- [ ] Update one old blog posts, check for outdated and broken (affiliate) links (Goal should be two to four blog posts a month)
- [ ] Assit with creating pinable images for Pinterest
- [ ] Publish posts to Instagram (Instagram should automatically link to Facebook)
- [ ] Assit with planning out partnership content
- [ ] Assist with creating topics ideas for the following month
- [ ] Assist with creating content calendar for each month

MARKETING

- [ ] Research any new social media news/articles/updates
- [ ] Work on PR pitches for partnerships
- [ ] Work on creating content calendar for next month
- [ ] Assist with PR packages (send thank you notes)
- [ ] Assist with responding to email
- [ ] Assist with with brand promotions
- [ ] Assist with pitching to potential brand
- [ ] Create and assist with sending out marketing emails and campaigns
- [ ] Attend weekly team brainstorm meeting

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