

A³ MARKETING SUCCESS

CONTENT CHECKLIST YOUR BRAND IDENTITY & USP

What is your core offering & who does it serve?

What are the 5 key messages you want your audience to know about you or your product? What do you want to be known for?

What do you want your audience to do as a result of seeing your content?
What are some calls to action you could put into your content?

OUTLINE YOUR MVPS TO DEFINE YOUR UNIQUE SELLING PROPOSITION

Mission

Message

Methodology

Values / Vision

Vibe

Voice

Passion / Purpose

Philosophy

Personality

Strengths

Style

Specialities

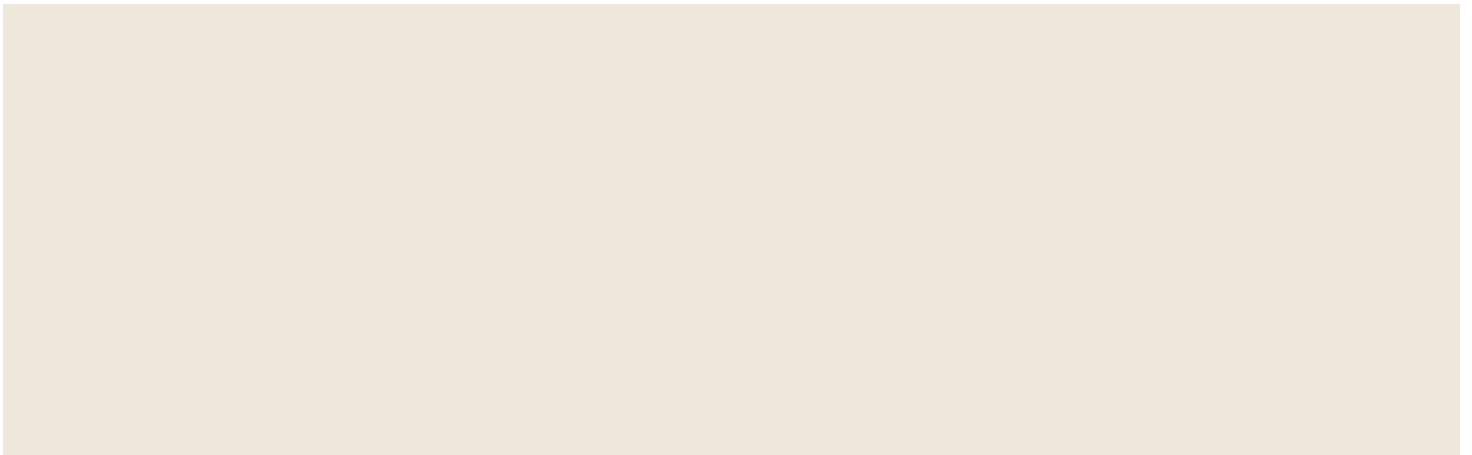
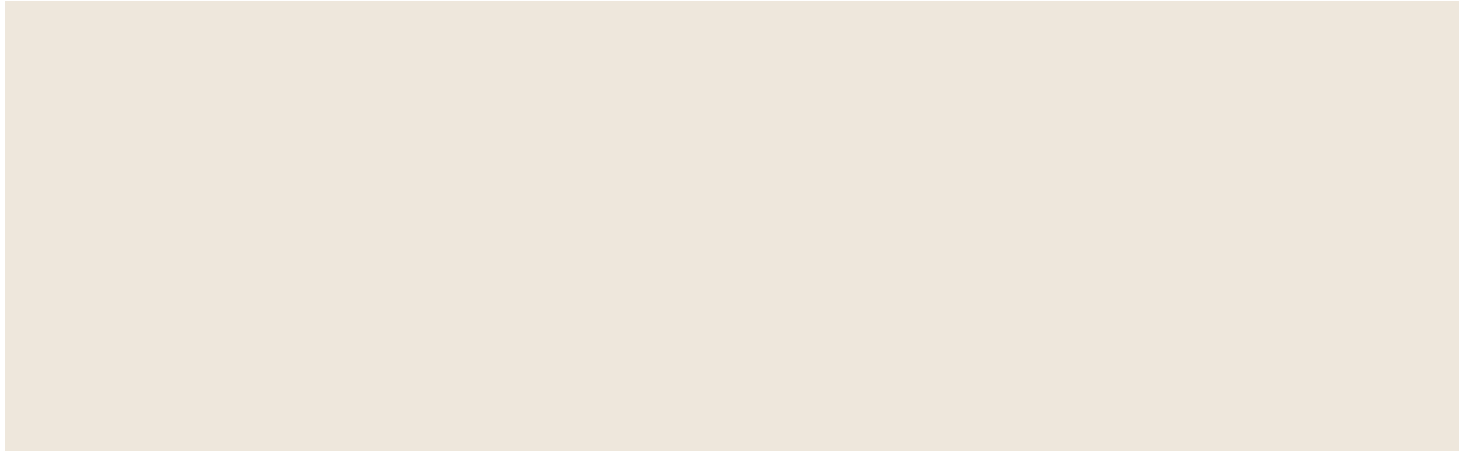
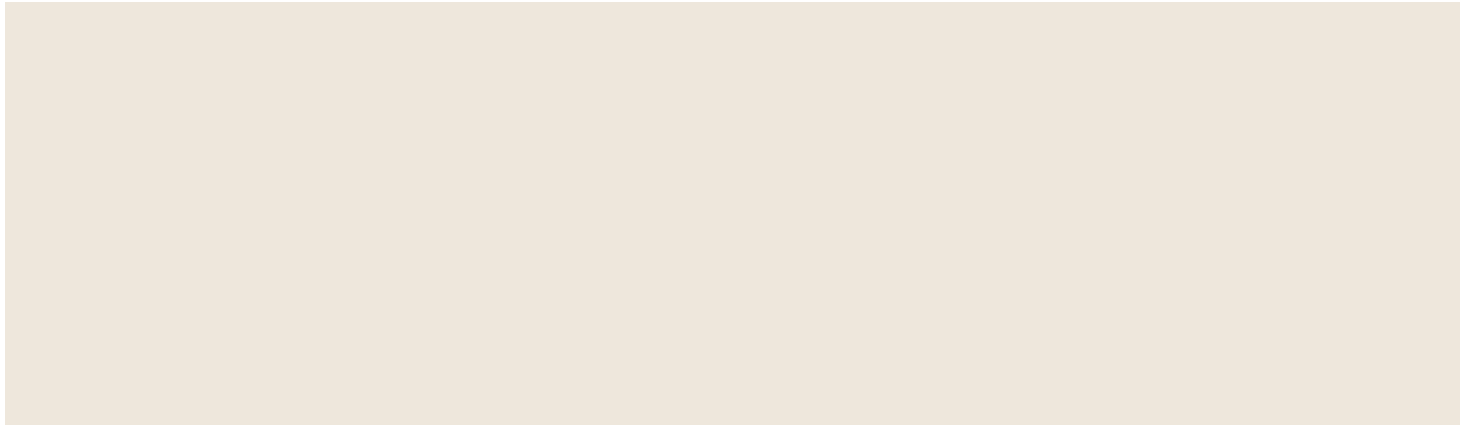
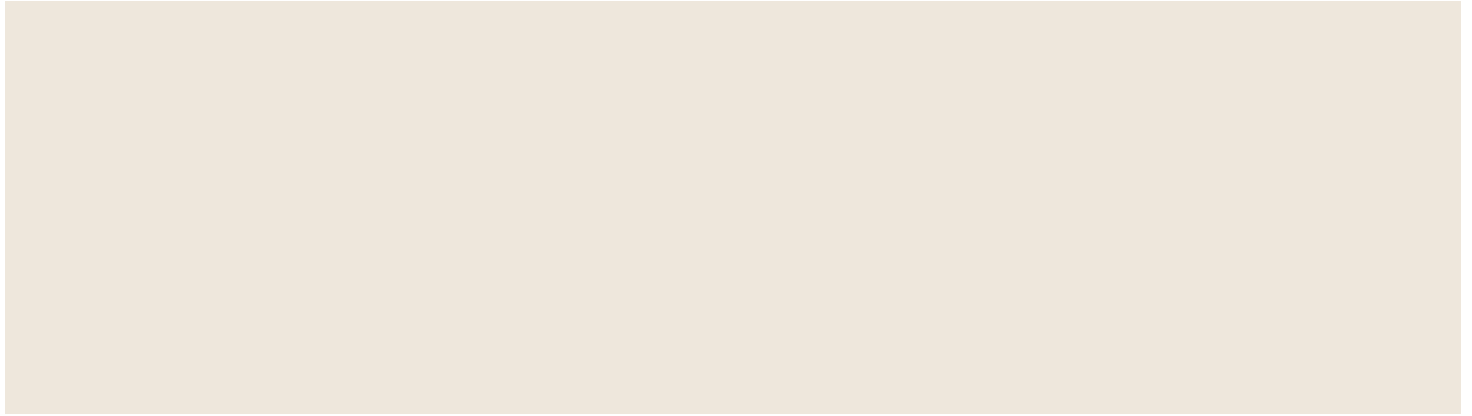
Results

Success

Value

Proposition

Keywords & Hashtags relevant to your brand, products or services



THE AIDA MARKETING CONTENT FORMAT



AWARENESS: Grab their attention & stop them from scrolling with a bold color, movement, vibrant image



INTEREST: Use a catchy headline including the result/outcome they want, the time they'll get it, and overcome the objections they'd have to getting it



DESIRE: Point out what makes this essential and the only way to solve their problem, show why it's superior to other options.



ACTION: Make it clear and obvious what they should do next, ask for the sale, registration, rate, review, etc.

M

JAN

FEB

MAR

APR

V

P

MAY

JUNE

JULY

AUG

S

PRODUCTS

FREEBIES

SEPT

OCT

NOV

DEC

HASHTAGS