



Good content needs great visuals.

That's why we created this quick mini- planner to help you stay on track and keep improving your digital marketing. Use it every time you plan your next goal, or build your next campaign.

If you need us to take a look or offer advice on where to start - all you have to do is ask.

Email hello@digitaldandy.com.au to find out how we can help you develop your visual content or indeed any other elements of your digital marketing investment.

Now go hit print, find your favourite pen and step away from the computer to brainstorm for your business.

My very best wishes

Visual Content Mini-Planner

CLARIFY THE KEY BRAND ELEMENTS OF YOUR BUSINESS

The Audience

Who are you talking to?

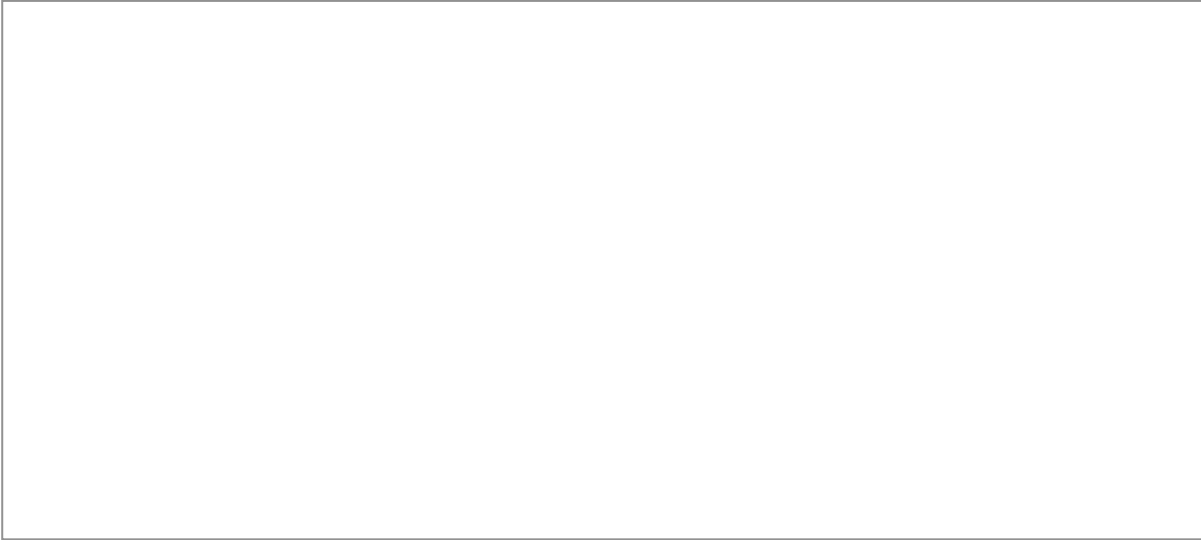
Images that feature your demographic will relate to your demographic. Use the table below to fill in more details about each audience profile. You can fill in one, all or more, depending on how many profile streams you have developed.

	Profile A	Profile B	Profile C
Demographic			
Interests			
Location			
Problems/Pain Points (for you to solve)			

The Story

What story are you telling them?

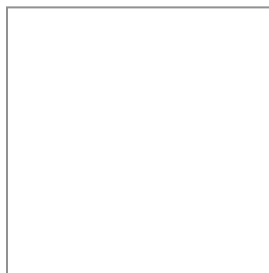
How does your personal brand look from the outside? (go ask trusted peers to see if their perception is in line with your intention)



COLOUR

Choose a colour palette

Narrow your colour palette down to 4 key colours, the most successful social media accounts are curated with careful planning and consideration of the brand and images



Matchy Matchy

Check that the colours, layout and style of images, videos, messaging, tone, style and language are the same across all your digital channels.

CONSISTENCY

Content consistency is sooooo important. Keep the following tips in mind:

- Keep your images and video content simple, but authentic
- As a rule of thumb one clear idea in each photo allows the eye to rest and maintain focus on the content (and therefore the message).
- Ensure you are reflecting your own brand / personality while still remaining relevant to your audience
- Are you always adding value to your client? Is your content visually relatable? Are you using people who represent your core demographic?

#hashtags

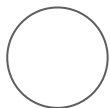
Are the hashtags you have selected for your content aligned with the purpose of your brand and the content of your post? Research and keep testing different combinations.

HASHTAG Group #1 eg. location based hashtags	HASHTAG Group #2 eg. product specific hashtags	HASHTAG Group #3 e.g.. tourism-centric hashtags	HASHTAG Group #4 e.g. business hashtags
Use specific hashtags groupings that relate to your business AND to the image being shared. Then store, ready to copy and paste into your content.			

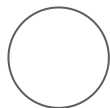
Social Media Content Strategy

Now you have invested in considering your content, it's time to piece it together with your strategy.

You've got one right?



Yes



No

Whether it's scribbled on a napkin or resplendent on a spreadsheet, your strategy can take shape in whatever works for you. The most important thing is to have one. If you're struggling to get yours together or need some fresh eyes to look yours over, we're here to help.

Stay in touch : hello@digitaldandy.com.au

Connect on social : @digitaldandy on Facebook and Instagram

Join our dedicated Facebook Group : www.facebook.com/groups/DigitalDandy/