

YOUR ULTIMATE GUIDE

BRAND STRATEGY CHECKLIST

- **COMPANY NEWS AND UPDATES**
Share the latest news about your company such as product launches, new partnerships, awards or recognition received.
- **INDUSTRY NEWS AND UPDATES**
Share your thoughts or insights on the latest trends, developments and challenges in your industry.
- **THOUGHT LEADERSHIP CONTENT**
Publish articles or posts that demonstrate your expertise in your field and provide valuable insights to your audience.
- **EMPLOYEE RECOGNITION**
Highlight your employees' achievements, such as promotions, work anniversaries, and personal accomplishments.
- **COMPANY CULTURE & VALUES**
Share stories or photos that illustrate your company's culture and values.
- **EVENTS & WEBINARS**
Promote upcoming events or webinars that you or your company will be participating in or hosting.
- **JOB OPENINGS**
Share job openings within your company or job opportunities in your industry.
- **CUSTOMER SUCCESS STORIES**
Share stories or case studies that demonstrate how your company has helped customers achieve their goals.
- **ENGAGING MULTIMEDIA CONTENT**
Share visually appealing and engaging content, such as videos, infographics, or images that convey your message.
- **CUSTOMER SUCCESS STORIES**
Share personal updates about yourself, such as recent accomplishments, new hobbies or interests. It helps in humanizing the brand and creating relatable content.