



Digital Marketing Health Check

Content Creation

Securing your business.

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Health Checks

What is a Health Check?

A health check is essentially an audit; you will filter through and answer each question to improve your business's practices and establish your digital culture, one easy step at a time.

This Health Check asks questions across various different digital marketing subjects, and then describes the **industry standard way** addressing these questions, labeled as a **Good Practice**. Performing these audits will be a key part of your business's digital culture journey, and will show you what you are missing to secure and protect your growth.

A health check's core topics will help you know how to answer questions similar to:



What is digital content?

How does digital content affect perception of my business's products or services?

What can I do to establish effective marketing strategies?

What can I do to increase exposure of my product or service?

What can I do to make my business appear further up on Google's search results?

What are key words, and how do they affect and influence SEO?

What do I do if my marketing campaign has a negative response from my audience?



Why these core topics are Important:

A health check will cover the core topics listed above, as some of them can be easily overlooked by many people. From unskilled all the way up to people who are very skilled with technology. This document will help give you an understanding of your goals and aims regarding these topics. Using the topics covered in this document is a good baseline to help you plan your business's future plans of action.

What you hope to achieve by completing this document:

The goal of this document is to get you started on your digital culture transformation journey, no matter how small or big the first steps are, any step in the right direction is important.

You may want to refer back to your health check documents before and after you've implemented any of your business's new policies and procedures.



Health Checks

How to Use Digital Marketing Health Check Documents:

The health checks are laid out in a very simple user-friendly way, with three core columns to focus on. The three columns are set out for you to follow from left to right in the following way:

1: Do You Have?	2: Yes/No	3: Good Practice
Example Question: Do have video and or photo content for your business's brand?		Example Good Practice It's essential that your brand has a visual presence, as well as digital one. Photo and video content allows your brand to highlight what it is as well as what it has to offer, which is important for your customers to see – people trust more in what they can see.
This is a question to assess if you have a specified practice in place. Some of these questions may have a simplified version which may be easier to understand.	You will answer with a Yes/No in this box.	This will be our recommendation of what you should do to solve a lack of certain practices, this is labelled as a Good Practice . A Good Practice is a behaviour that is identified as an industry standard way of doing particular things.

How to Use the Total Score Table:

At the end of every module, there is a **Total Score** table. This table is where you **total up** all your **yes/no** answers **for each module** you complete:

Total Score:	Y: N:	Notes:
This is the total number of yes/no answers in the boxes to the right .	This is where you will put the amount yes and no answers you have totalled up per section.	You can use this box for any additional notes you want to make for each unit you have covered.



Content Creation

Content Creation:

Content creation refers to any of the content your business creates and uses as part of its digital assets. It encompasses all mediums used to portray the business to digital users. As content creation refers to multiple mediums, this module will be divided into 3 parts:

- Photography and Videography
- Design
- Copywriting

By completing this module, you should have a better understanding of what is required for your business when it comes to content creation, and start to feel more confident about the topic moving forward.

Content Creation: Photography and Videography.

Photography and videography are highly effective at keeping your audience engaged. They showcase your business's dynamic, highlights what you have to offer, and adds credibility to your brand. With cameras being easily accessible through smart phones and other devices, we recommend all companies are actively using photography and videography.

Complete the following assessment to evaluate your business's digital content:

Do You Have?	Yes/No	Good Practice
Do have video and or photo content for your business's brand?		It's essential that your brand has a visual presence, as well as digital one. Photo and video content allows your brand to highlight what it is as well as what it has to offer, which is important for your customers to see – people trust more in what they can see.
Do you have photo and or video content tailored to the platforms that you use? (Instagram, TikTok, Email, etc.)		Not every piece of video/photo content you create will work for each platform. You will need to ensure that it fits with that platform, otherwise your content will be disjointed Example: you could upload a video in a landscape orientation for an Instagram reel, but reels are typically orientated in portrait due to being consumed on mobile phones.
Do you have a specific goal in mind for each photo or video you create for your business?		Your photo and video content should be purposeful and fit with your brand. There should be a strategy behind what you post, so that you can enhance your business's message on whatever platform it is on. This is to avoid the direction-less posting of content that doesn't align with your brand's image.



Content Creation

Do You Have?	Yes/No	Good Practice
Do you have a Video-based marketing strategy?		<p>Customers respond well to visual content like video, and are more likely to put their trust in your brand.</p> <p>Not having video content can make your brand dull and stale, so it's important to have a visual reputation.</p> <p>Not only that, but video can help with campaigns that you run, as it will have a greater reach.</p>
Do you have any software available to edit and create videos?		<p>Behind any video/photo content, there is typically an editing software.</p> <p>Being able to utilise these software's can help you edit your videos and photos so that can create unique content for your brand.</p> <p>Look at the further resources section at the end of this document to see our recommendations of free and professional software is available.</p>
Do you have an awareness of websites that offer royalty-free music, sound effects, videos and templates?		<p>Stock sites are a great tool to use when you need extra content that you can't create yourself, such as music and sound effects, for example.</p> <p>Look at the further resources section at the end of this document to see our recommendations of free and professional software is available.</p>
Advanced Steps:		
Do you have an understanding of the rules of composition and how to frame a shot when taking a photo or recording video footage?		<p>When it comes to shooting photography or Videography, it's not quite as simple as point and shoot. To craft appealing, eye-catching and cinematic content, you must be aware of what goes into composing a shot (rule of thirds, depth of field, angle types, movement types, etc.)</p>
Do you have an understanding of what to consider when editing content?		<p>In the same way that you don't just point and shoot with a camera, it's the same for editing, you don't just put clips together.</p> <p>There's a theory behind all that you do, and it's important to be aware of it.</p>
Do you have any employees who are trained in how to use filming equipment, such as: tripods, microphones, cameras, lighting kits, etc?		<p>Although you can use a good smartphone for content creation, when it comes to creating content professionally. It's very important that you and your allocated staff know how to set up lighting the content will be recorded in. Even high end photography equipment will produce poor content in bad lighting.</p>



Content Creation

Content Creation: Design.

Design encompasses everything from a website's appearance, a social media service's layout, to graphics, and your business's logo. When executed well in all areas, good design will provide better control of the business's portrayal, and will add credibility to the brand.

Design is a critical part of content creation.

The way something looks has a huge impact on how it's perceived by the reader, and design has been shown to affect the user experience. Design can help you convey your message more effectively and make your content more engaging for the reader.

A well-designed website will also make it easier for people to find what they're looking for and navigate through your site—which can be especially important if you're trying to sell something or get people to sign up for something.

Complete the following assessment to evaluate your business's design content:

Do You Have?	Yes/No	Good Practice
A font that you use consistent across all digital platforms?		It may seem disjointed if your brand is consistently using different fonts. Check through all your content to ensure your fonts are consistent. We recommend no more than 4 different fonts for all content designed for websites, social media, and online advertising.
Do you have a colour palette that is consistent across all platforms?		Much like with fonts, your brand may seem disjointed if there is no consistency with colours. Try to pick no more than 2 key colours for your business's palette, and stick to them. You can of course use more colours, but keeping to 2 main colours for your primary branding creates a uniform look for your brand.
Do you have an awareness of free resources available that can be used to design content?		There are several free software packages available to design content with. Note: Check our recommended resources document for some suggestions on what to use.
Do you have content on your social media accounts that align with the design content on your website? This is called brand congruence.		Consistency adds credibility to your brand. If your audience comes from one platform to another, your brand will appear disjointed if the design is not consistent across all areas. You will want to ensure that your branding and design choices and elements are consistent across all online platforms, as well as your business's website.



Content Creation

Content Creation: Design.

Copywriting is the art of writing content for commercial purposes. This includes any form of marketing that involves written or spoken communication, including: advertising, web content and social media posts. Copywriters are responsible for creating compelling messages that effectively communicate with their audience.

Complete the following assessment to evaluate your business's copywrite content:

Do You Have?	Yes/No	Good Practice
Do have a writing style that is clear & concise?		If you're not writing clearly, you'll be causing confusion. Remember - if you confuse, you'll lose.
Do you have a conversational writing style?		If you don't write your content in the same way you'd talk to someone in person, you'll end up using words and phrases that sound unnatural and off-putting to the audience.
Do have an understanding of how to make the most out of your headlines?		A successful advertiser once said that "80% of your ad budget should be spent on the headline." They're <i>that</i> important. If you can't get someone to read a headline, they won't read anything else either.
Do you have a consistent flow to your written content?		Is there a clear flow to your writing? Is there a beginning, middle and end?
Do you have a clear message that outlines the benefits of your product or service to your audience?		Are you constantly reminding your audience of the outcome of using your products and/or services?
Do you have a focus on the benefits of your business's products or services rather than features of your products and or services?		Most businesses fall into the trap of talking about their features, rather than benefits. But a good sales writer will know that customers buy because of the benefits that are on offer.
Do have a process to thoroughly research the content you are writing about?		You should spend far more time on the research phase than on the writing phase. Thorough research is critical to writing compelling content.
Does your written content hold value for the reader?		If asked, could you easily explain the value of each piece of your written content has to the reader?
Do you have any stakes in your written content?		Unfortunately, most business's written content fails to create any stakes. If someone stops reading your content part-way through, will they feel like they're going to miss out on something?



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Do You Have?	Yes/No	Good Practice
Do you have an understanding of how to introduce conflict and tension?		All good books, scripts and plays need conflict and tension. And it's no different when writing for customers. We need the right amount of conflict and tension, otherwise the content will be flat.
Do you an understanding of how to position the audience as the hero in your story?		By not positioning your own business as the hero, and hoping that the audience will want to pay for the experience of coming along for your ride.
Do have an understanding of how to make a Call to Action (CTA) obvious to the audience?		If you're writing content to promote, market, or sell something, then you need to be building anticipation for the CTA, so that when it arrives, customers are ready and waiting for the opportunity to commit to your product or service
Do you have an understanding of what AIDA means?		AIDA stands for Attention, Interest, Decision and Action. Do you follow this, or similar processes?). If not, why not?
Do you have an understanding of how to make your written content memorable?		If somebody reads something you've written, will they still remember it a week from now? Or will it be forgotten about 3 minutes later?
Do have an understanding of how to use your writing as an opportunity to help your web pages get ranked on search engines?		Are you using tools like SEMRush to research and include key words and phrases, taking into account the KD%?
Do you have a consistent tone across all mediums of written content?		To understand your brand's tone of voice, envision your brand as a person, how would they speak? Tone may alter slightly when speaking to different audiences, to keep your brand image consistent, your tone of voice should align on all mediums
Do you have an understanding of the type of audience you are addressing?		Before writing copy of any sort, you need to have a clear understanding of the intended reader. Consider the audience you are writing for, and think what would they like to read.
Do you have an understand of the purpose of the content you are writing?		Without knowing the purpose of your copy, it isn't going to engage any audiences. Consider what your desired outcome from writing it is, the value the audience will get from reading it, and your desired outcome for them.
Do you have an understanding of how to conduct hashtag research, and why it's important		Even hashtags are considered content, and can be especially important when reaching new audiences. Hashtag research will find the most popular hashtags relevant to your industry. There are websites hashtag research services available, such as For Display Purposes Only .



Content Creation

Total
Score:

Y:

N:

Notes:



Content Creation

Your Next Steps.

Following the completion of this content creation module of the marketing health check, you should have an improved understanding of why content creation is essential for marketing and how it helps you build a brand, connect with your audience, and create relationships.

When you create content, you're connecting with potential customers in a more personal way than traditional advertising can allow for. You're giving them a reason to care about your brand and generating loyalty with them. You want your audience to feel like they know you on some level and to be able to relate to your brand. By creating content that touches on topics related to the themes of your brand and its products or services, you're showing that you understand their interests and needs, which will make them more likely to trust what you have to say.

Content creation also allows a business to humanise itself in ways that advertising cannot always do. When people see ads in print or online all day long, they can become numb to them—they don't feel connected anymore (if they ever did). But when businesses create content that's meant for their customers' entertainment rather than their own financial benefit, like blog posts or videos etc, the relationship between the business and its audience becomes more intimate because it feels like the business shares something personal with its audience rather than just trying to sell something back at them again and again.

Complete the following assessment to evaluate your business's next steps.

Your Next Steps: Content Creation Tool Kit.

How does your content creation process currently look?	What can be done to improve your content creation process?	Resources:
		All good books, scripts and plays need conflict and tension. And it's no different