

Visual Storytelling Checklist

- Do you have a clear and empathetic understanding of your target audience?
- Do you know what keeps members of your audience up at night and how you can help solve their problem(s)?
- Have you developed a brand protagonist who represents your brand?
- Are you taking inspiration from real customer experiences?
- Is your brand story, and associated content, human-centric with relatable people at the center of the tale(s)?
- Are you taking your audience on a journey with a story that has a clear beginning, middle, and end?
- Does your content answer the question “What’s in it for me” from your audience’s perspective?
- Have you added details to make your story real(ish)?
- Does your protagonist face conflict before solving his or her problem?
- Is your brand cast in the role of superhero?
- Does your story ending leave people wanting the solution for themselves or someone they know?
- Have you selected visuals to convey your story?
- Are your visuals somehow unexpected, human, or selected to trigger the senses?
- Have you adapted and reimagined your story to work across different channels as branded content?
- Is your content somehow useful, entertaining or educational?
- Do you have at least one clear call-to-action?
- Have you ensured you’re performing to the channel with appropriate performativity: tone, voice, body language, etc.?
- Does your text sound human (ideally, like a human you would like to hang out with)?
- Is your branding consistent with brand guidelines (visuals, voice and message)?
- Are your brand words present and appropriate in the content?
- Do you have an editorial calendar that takes into account issues like trends and holidays and ensures a consistent outreach program?
- Are you following email best practices (honest subject lines, preheaders, A/B split testing, etc.) for email distributions?
- Have you optimized landing pages for the web using at least 400 words, short paragraphs with headlines, anchor texts, a strong page title, and well-researched keywords?
- Have you tested your content and landing pages to make sure every element renders and works well across devices (smartphones, tablets, browser apps like Facebook, etc.)?
- Are you encouraging your audience to share your content with others and made it easy for them to do so via social share icons/functionality?
- Have you invited recipients to follow your brand across social channels and/or join your subscription list?
- Are you cross-pollinating efforts by inviting subscribers to follow you on social and vice versa?
- Have you broken your content into smaller pieces so you can repurpose, reuse and reshare?