



Up-leveled Content Checklist

- Is the content relevant to my target audience?
- How is it engaging? Does it spark curiosity?
- How is it actionable? Is the CTA simple enough?
- Is the content readable and formatted for skimming?
- Is it shareable and has social sharing integrations?
- Is the native language accurate for the target region?
- Is the message personal and culturally on-point?
- Will my audience be able to find the content?