

15 THINGS *your creatives* NEED TO DO

- 1. Creating a content calendar
- 2. Updating your website regularly
- 3. Posting consistently on social media
- 4. Writing and posting informative blog posts
- 5. Proactively suggesting new ideas
- 6. Editing and optimizing your words for SEO
- 7. Creating brand guidelines (for both messaging + design)
- 8. Ensure everyone is following brand guidelines
- 9. Managing creative assets and sharing as needed
- 10. Building relationships with vendors and managing print orders
- 11. Regularly checking in on project statuses and following up
- 12. Creating systems to optimize workflow efficiency
- 13. Taking constructive criticism well and making revisions quickly
- 14. Researching new ideas and finding unique solutions
- 15. Always pushing the company forward in the industry

If your score was less than 13/15, it's time to try something new.

Want a remarkable, relational, and resourceful creative team? Choose TwoTone Creative.

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MORE ABOUT HOW WE CAN HELP YOU.**

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