

Your First 30 Days with Arise Digital Solutions

A day-by-day checklist for new clients — keep this open through week 4

Arise Digital Solutions drives the cadence and delivers every artifact on this list, but a few items are owned by you — specifically the access-delivery steps in Week 1 and every approval response in Weeks 2–4. Keep this checklist open throughout the month and check items off as your strategist confirms completion. Missed items push timelines for everyone downstream.

Week 1 — Setup & Access

1. Return signed client agreement + first invoice paid.
2. Submit completed intake form (see [client-intake-form.pdf](#)).
3. Grant admin/editor access to all contracted social platforms.
4. Share ad-account access (or schedule a guided hand-off call).
5. Join the shared Slack/Notion workspace using the invite from your strategist.
6. Confirm kickoff-call attendees and approval-contact availability windows.
7. Strategist delivers initial audit + 30-day content outline for review.

Week 2 — Strategy & Calendar

1. Review and approve the 30-day content calendar.
2. Approve tone/voice doc and example-post inspiration board.
3. Sign off on the hashtag bank and brand-mention monitoring list.
4. Approve the first 7 posts (drafts sent Mon; revisions returned by Wed).
5. Confirm reporting cadence and the stakeholder email list.
6. Strategist delivers first ad creative concepts (Growth / Full-Service tiers only).

Week 3 — Launch

1. Approve the final Week 3 post batch and schedule — publishing begins.
2. Approve first ad creative and budget-pacing plan.
3. Daily engagement response window opens (2-hour SLA on DMs and comments).
4. Confirm UGC rights-collection approach for any repostable content.
5. Strategist delivers the first mid-week performance snapshot (PDF + Loom).

Week 4 — Optimize & Review

1. Review the first 14 days of metrics in the formal 30-day report.
2. Approve adjustments to posting cadence, hashtags, or content mix.
3. Confirm paid-ad budget pacing and CPA targets for month 2.
4. Approve the rolling 30-day calendar for the next sprint.
5. Schedule the recurring bi-weekly or weekly strategy-call cadence.
6. Strategist delivers handoff doc and emergency-contact paths.

Missed items push timelines for everyone. If you get blocked, ping your strategist on Slack ASAP.