

Engagement Checklist for Small DTC Brands

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A 30-day sprint to grow your DM response rate, comments, and saves. Run through the daily actions every morning and the weekly actions on Monday. Consistency across all 30 days is what moves the algorithm — dip out for a week and you reset.

Daily Actions (every day, 15–20 min)

1. Respond to ALL incoming DMs within 2 hours (set a phone reminder if needed).
2. Reply to every comment on your most recent 3 posts — even a single emoji counts.
3. Leave 10 genuine, specific comments on posts from accounts in your target audience.
4. Watch and reply to at least 5 Stories from accounts you want to build rapport with.
5. Like 20–30 posts from hashtags your ideal customer follows.
6. Post or re-share one piece of UGC (user-generated content) to your Stories.
7. Add a poll, question sticker, or quiz to your Stories to invite micro-engagement.
8. Check your "Following" feed and engage with the first 10 posts before scrolling.
9. DM one new prospect a day with a personalised, non-salesy opener.
10. Save three posts from competitor or aspirational accounts for content inspiration.

Weekly Actions (Monday morning, 30 min)

1. Audit last week's top-performing post: what made it work? Replicate the structure.
2. Review your DM inbox for unanswered threads older than 48 hours and close them.
3. Identify five new accounts in your niche to follow and engage with authentically.
4. Run a Story poll about a product or topic decision — share the results next week.
5. Check your "Least Reached" posts and repurpose the content in a new format (Reel !' Carousel).
6. Research and refresh your hashtag sets — retire stagnant ones, test two new ones.
7. Send a "thank you" DM to your top 3 commenters from the past 7 days.
8. Post one collaborative or partner-brand Story mention.
9. Review follower growth % and engagement rate; note in a simple tracker sheet.
10. Plan next week's content based on engagement data from this week.

Track your baseline engagement rate before Day 1, then measure again at Day 30. Most accounts see a 20–40 % lift in saves and a 2× DM response rate within the 30-day window.