NoOr

QUICK CHECKLIST

# Content Inc.: Joe Pulizzi's audience-first model, applied to social media for brands in Muscat

https://noorsocial.com/en/journal/content-inc-pulizzi-audience-muscat/

## Quick checklist

- [ ] Build an audience first; people who trust your content become customers more easily.
- [ ] Find your sweet spot: where your real expertise meets a topic your audience cares about.
- [ ] Add a content tilt, a clear angle nobody else in Muscat is covering.
- [ ] Commit to one main platform and a fixed schedule before spreading to others.
- [ ] Turn followers into subscribers you can reach directly, such as an email or WhatsApp list.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304