IGNITE: Igniting Your Brand's Reach: Content Growth Tracker

Introduction:

Track content performance to scale your brand, using Grow's strategies and UYP's growth principles. Download your Content Growth Tracker https://phillipmatthew.com/ignite/resources.

Instructions:

- Complete Fields: Log content, posting date, metrics, and insights. Review weekly
- Track Progress: Use Google Forms, Sheets, Docs, Notion, or paper (see User Guide at https://phillipmatthew.com/ignite/resources.
- Review with Mentor: Book a call with Phil at https://phillipmatthew.com/book-a-call/ to refine trend strategies.

Content Piece	Date Posted	Engagement Metrics	Insights	Mentor Feedback

Example: "Instagram Post, 15/06/2025, 50 Likes/10 Comments, High engagement on visuals, Book a call with Phil."