

Content Creation Flow

Post Planning

- Topic Brainstorming - ideas & formats
- Keyword Research - target audience needs & interests
- Editorial Calendar - plan post themes & focus

Content Creation

- Writing - schedule your best time to write
- Images - organize & gather as you go
- Editing - put a little sparkle & SEO/FEO your posts

Post Promotion

- Internal linking - link to related content
- Social - from facebook page to profile
- Email - use the BONUS template in B4B change it up