

## Marketing Content Schedule and Process

### Objectives:

- Use storytelling. Paint the picture.
  - Get famous
- Showcase interviews on podcast (new weekly ones and older ones)
  - Showcase youtube videos (new weekly ones and older ones)
- Funnel people to free trainings, opt-ins, facebook group, sales strategy sessions
  - Increase engagement
  - Get as much runway as possible for each piece of content

### Monday -

- ActiveCampaign, Infusionsoft and Simpletext pointing to training happening at 4 pm in the free group. 11 am and 3:30 pm.
- IG feed half an hour before training pointing to join free group
- Email with the replay link
- IG feed: affirmation
- Facebook fan page - announce free training
- Facebook fan page: an older podcast or youtube video
- Facebook personal page - announce free training use image
- Twitter - announce free training
- Twitter - old youtube video
- IG Story: Free training
- IG Story: client testimonial point to free training
- LinkedIn - announce free training in the am - use image

### Tuesday -

- IG feed: podcast video snippet (always showcase guest)
- Text list: new podcast episode
- IG: affirmation
- Schedule restream and Fb group event to stream podcast video on Wednesday at 9pm
- Twitter - podcast quote card
- Twitter - podcast video snippet
- Linked - podcast slide with 3 points
- YouTube - video of podcast interview
- IG Story - podcast
- IG Story - client testimonial or screenshot

- Facebook fan page - current podcast video snippet
- Facebook personal page - current podcast video snippet

#### Wednesday -

- A personal story on Amanda with a CTA to book a sales strategy or learn more about P2P for email
- Facebook group: Announce stream for 9pm tonight in fb group
- IG Feed: older youtube video snippet or older podcast video snippet
- IG Feed: affirmation
- Upload previous week's full youtube video to FB Fan page
- IG story - older youtube video
- IG story client testimonial video
- Promote Monday's upcoming free training
- Twitter - older youtube video snippet, podcast snippet
- Facebook fan page - upload previous week's full youtube video

#### Thursday

- YouTube video
- Text list: new youtube video
- Point email to youtube video
- IG Story of YouTube video
- IG TV - video from YouTube (must be correct dimensions)
- IG story promoting upcoming week's free training
- A value post or honey pot goes up to the free client group unless it's a promo week
- Twitter - Video snippet of current video and video snippet of older video
- LinkedIn - Video snippet for new youtube video (point to blog post with video)
- Facebook group - Ask a question or do a poll
- Facebook fan page - upload previous week's podcast full video
- Facebook fan page new youtube video snippet (point to blog post)
- Facebook personal page - new youtube video snippet (point to blog post)

#### Friday -

- Email funnel to free training
- Create event for Monday in free FB group and promote with an image
- IG Story - free training on Monday
- IG Story - do a poll
- IG Feed - video snippet of older podcast interview
- IG Feed - affirmation
- Twitter - video snippet of older podcast interview
- Twitter - do a poll
- LinkedIn - video snippet of older podcast
- LinkedIn - do a poll
- Facebook Fan page - do a poll

- Facebook personal page - older video snippet

#### Saturday -

- Fb group - testimonial video snippet CTA to apply to P2P or Sales Strategy Session
- IG Story - training on Monday
- IG Story - new youtube video
- IG story - client testimonial
- IG Feed - personal story of Amanda
- IG Feed - older youtube video
- IG feed - affirmation
- Facebook fan page: older youtube video snippet
- Facebook fan page: quote graphic pointing to podcast
- Twitter - new youtube video snippet (point to blog post with video)
- Twitter - new youtube video snippet (point to blog post with video)
- Email funnel to group for training
- LinkedIn - podcast video snippet
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#### Sunday -

- IG feed - client video testimonial pointing to free training
- IG Feed affirmation (add p.s. About free training since these get so much engagement)
- IG Story - free training
- IG Story - testimonial pointing to free training
- Twitter - client testimonial video
- Twitter - older youtube video
- Facebook fan page - client video testimonial pointing to free training
- Facebook fan page - point to youtube video snippet (point to blog post with youtube video)
- Personal page - client video testimonial pointing to free training
- LinkedIn - client video testimonial pointing to free training
- Email funneling to free training