

CONTENT READY

YOUR BUSINESS IS CONTENT READY

**Unlock The Power of
Content You Already Have**
*AND TURN THAT INTO
A SOCIAL MEDIA GOLDMINE.*

CONTENT READY

WEEKLY POST IDEA SHEET

DAY	Post Type	Content Ready You Already Have
Monday	Tip / How To	From Blog or FAQ
Tuesday	Customer Appreciation	From Review or Testimonial
Wednesday	Behind-the-Scenes	Photo of your team or workspace
Thursday	Promotional	Flyer or current special offer
Friday	Fun / Engagement	A poll or quiz about how someone uses a product or service
Saturday	Personal Insight	Share your POV
Sunday	Throwback	Share photos from a past event or highlight a milestone

HIDDEN CONTENT

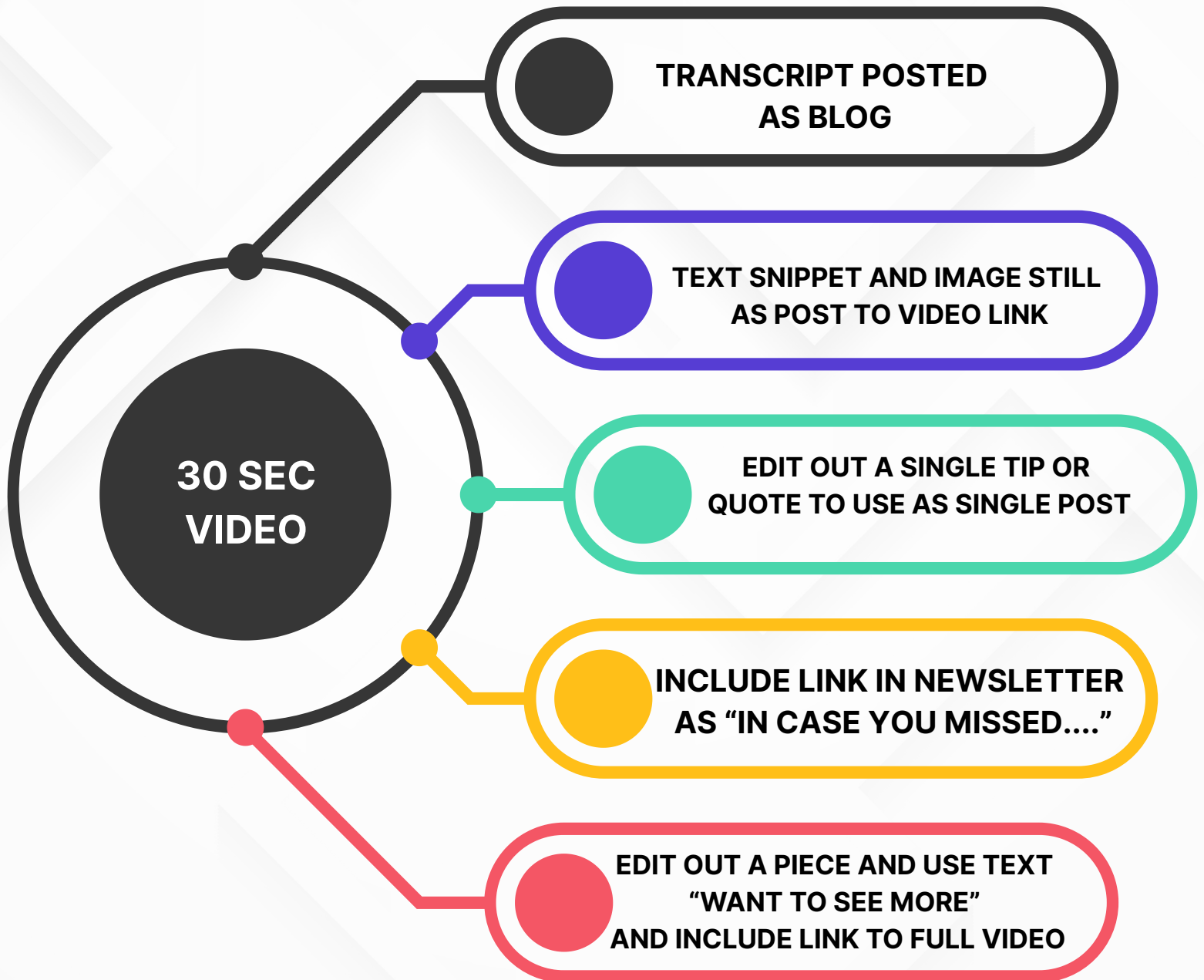
- Published blog posts and articles
- Reviews & testimonials on Google, Yelp, Facebook, etc.
- Product Photos
- Event Photos & Videos
- How-to Videos
- Questions from customers
- Existing Flyers & Brochures
- Sales Pitch Decks
- Menus
- Service Lists & Pricing Guides
- Company Mission Statements
- Welcome Packets for New Clients
- Printed coupons or discount cards
- Package inserts
- Branded SWAG / Promotional Items
- Product Labels
- Spec Sheets
- Past Sale Flyers

HIDDEN CONTENT

- Before / After Photos
- Feature Comparison Charts
- Complaints or problems you've solved
- Industry tips you share with clients
- Your business origin story
- Facts about your field
- Opinions on trends in your industry
- Current news in your industry
- Old logo drafts
- Trade show booth photos
- Trade show handouts
- Unboxing videos and photos by customers
- Mentions in local news
- Mentions in blogs and other social posts
- Training manuals
- Window signs
- Thank you notes you've received
- Past Holiday Promotions

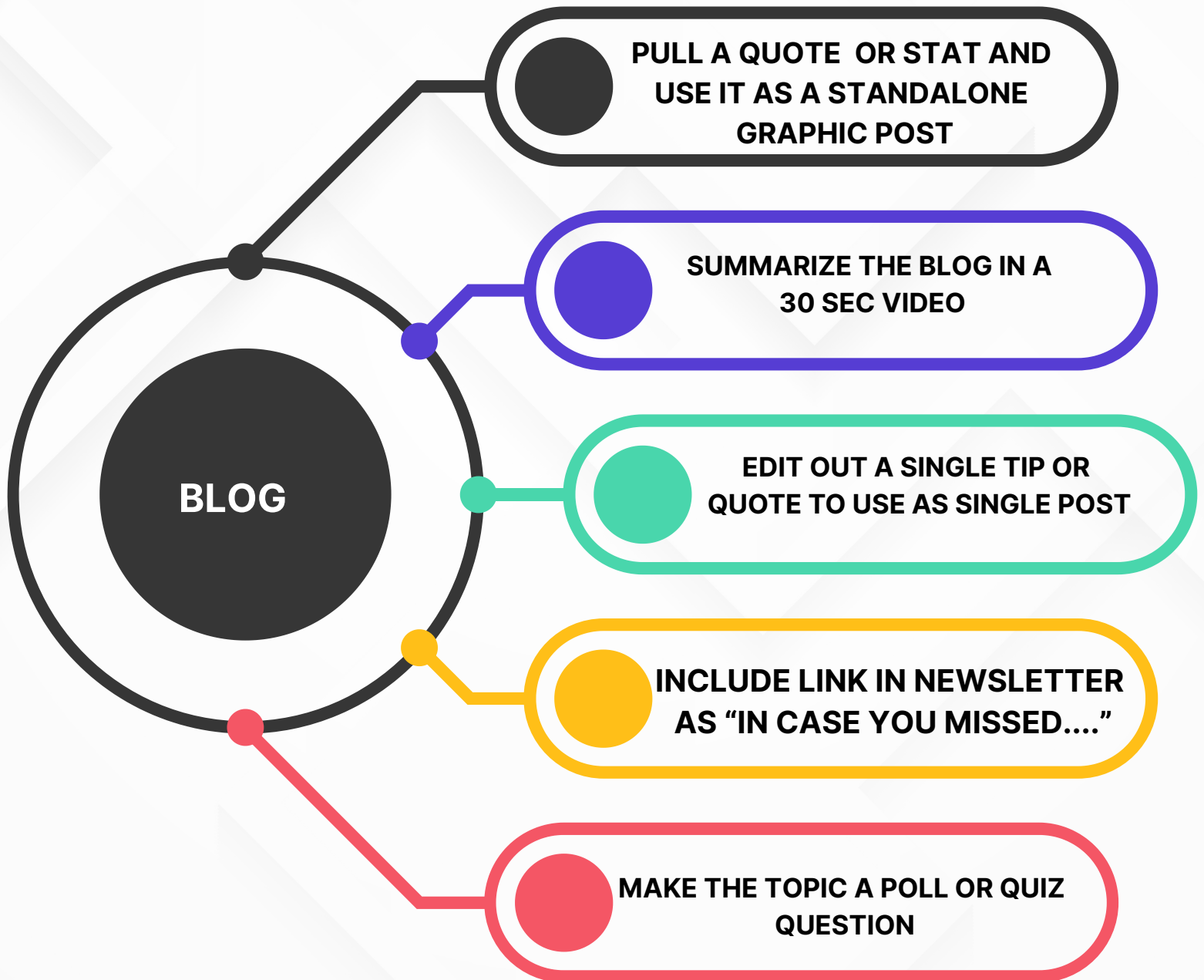
CONTENT READY

MULTI-USE CONTENT: 30 SEC VIDEO



CONTENT READY

MULTI-USE CONTENT: BLOG



MULTI-USE CONTENT: BLOG

