

\$5500/mo. for 3 months.

What's included:



Month 1 - Strategic Work

Month 2 - Process and Content

Development

Month 3 - Content Development

Ø BENEFITS

Become a **thought leader** - increasing your authority and expertise in the eyes of the consumer leads to more sale

Develop content assets that the *right* people are **actually interested** in

Search Engine Optimization - increase the amount of times you show up when your target customer is looking for you.

Expanding **digital footprint** - you show up more often when your solution intersects your customer's needs.

OELIVERABLES

Flow Chart of Content Distribution based on your current audience size and distribution channels

SEO Audit - creates a benchmark for measuring effectiveness

Brand Standards (Target Persona, Key Differentiators, Brand Voice) - carries value well beyond your content strategy. This is the foundation any well-rounded growth strategy is built upon.

Content Strategy - Content plan built off of keyword research based on your target personas

12-month Content Calendar + posting plan & repeatable process

6 weeks of executing this plan - includes article writing and asset creation

- 2 articles
- 2 creative assets (1 per article)
- 2 text assets (a collection of copy/headlines derived from each article)

Week 2

Week 3

Week 4

Meeting:

per channel

Client:

Atlas Rose Team:

None

Detailed

Week 1

Elevate Content Schedule:		
	Meeting: effectivene: Atlas Rose setup Client:	Hour Meeting - Agenda: Audits / Content ss, SEO, analytics access Team: Content distribution flow chart, SEO audit, analytics Analytics access
	Meeting: Exercises Atlas Rose Client:	3 Hour Meeting (can break into 2) Brand Standards Team: Keyword research, topic generation None
	Meeting: Atlas Rose Client:	2 Hour Meeting for Content Strategy Exercise Team: Kickoff Content Writers None

2 Hour Meeting for Content Strategy Exercise (part 2)

Kickoff Creative Templates - 2-3 assets and layouts

Week 5

Week 6

Week 7

Week 8

Meetina:

Client:

Meetina:

cadence.

Client:

First Topic

Meeting:

Client:

Meetina:

Client:

Atlas Rose Team:

Record/Interview first topic

around first asset package)

asset package with writer

article with creative/social assets

Atlas Rose Team:

Atlas Rose Team:

Atlas Rose Team:

content strategy & distribution plan

Create content calendar

Plan and Strategy Approvals

1 Hour Meeting - Content Calendar,

Deliver content calendar. Kickoff content

Execution Content Round 1 (Record/Interview

Content Calendar Approval, Record/Interview

(Optional) 1 Hour Meeting - Review first draft

Deliver first draft asset package / get approval

(Optional) 1 Hour Meeting - Deliver final draft

Approval of first draft of asset package

Final edits and creation of all asset

client distributes content

1 Hour Meeting - Prioritization + 3 month

Week 9

Week 10

Week 11

Week 12

Meeting:

Client:

Meeting:

Client:

Meeting:

Client:

Meeting:

Client:

Atlas Rose Team:

around second asset package)

asset package with writer

article with creative/social assets

Atlas Rose Team:

Atlas Rose Team:

Atlas Rose Team:

project plans and strategies

none

1 Hour Meeting - Record/Interview second topic

Execute Content Round 2 (Record/Interview

(Optional) 1 Hour Meeting - Review first draft

Deliver first draft asset package / get approval

(Optional) 1 Hour Meeting - Deliver final draft

1 Hour Meeting - train/equip to continue on

without us and options on how we can work

Building training documentation, handoff of

Approval of first draft of asset package

Final edits and creation of all asset

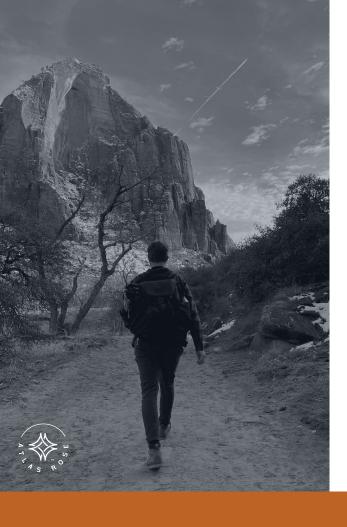
client distributes content

together going forward

Record/Interview Second Topic

How to Get Started





Why Choose Us?



We have a proven model and process we'll install on Day I that we guarantee WORKS.

Or we'll jump into a lake.



We provide everything. And we mean everything. From strategy all the way to execution.



We believe in **accountability**. We hold ourselves and our vendors accountable. But not only that, we put processes in place and train YOU how to hold us accountable, too.

Thanks for your consideration.

