



# ELEVATE CONTENT™

## 3 Month Content Intensive

The goal of ELEVATE Content is to build you a high-powered Content Engine. At the end of 3 months, you will have a plan, a process, a quick-start on content, and the training/tools you need to execute over and over again.

**Investment:**  
**\$5500/mo. for 3 months.**

## What's included:

### ✓ TIMELINE

- Month 1 - Strategic Work
- Month 2 - Process and Content Development
- Month 3 - Content Development

### ✓ 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.

### ✓ DELIVERABLES

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)

**Detailed Elevate Content Schedule:**

Week	Week 5	Week 9
<p>Week 1</p> <p>Meeting: 1 Hour Meeting - Agenda: Audits / Content effectiveness, SEO, analytics access</p> <p>Atlas Rose Team: Content distribution flow chart, SEO audit, analytics setup</p> <p>Client: Analytics access</p>	<p>Week 5</p> <p>Meeting: 1 Hour Meeting - Prioritization + 3 month content strategy &amp; distribution plan</p> <p>Atlas Rose Team: Create content calendar</p> <p>Client: Plan and Strategy Approvals</p>	<p>Week 9</p> <p>Meeting: 1 Hour Meeting - Record/Interview second topic</p> <p>Atlas Rose Team: Execute Content Round 2 (Record/Interview around second asset package)</p> <p>Client: Record/Interview Second Topic</p>
<p>Week 2</p> <p>Meeting: 3 Hour Meeting (can break into 2) Brand Standards</p> <p>Exercises</p> <p>Atlas Rose Team: Keyword research, topic generation</p> <p>Client: None</p>	<p>Week 6</p> <p>Meeting: 1 Hour Meeting - Content Calendar, Record/Interview first topic</p> <p>Atlas Rose Team: Deliver content calendar. Kickoff content cadence.</p> <p>Client: Execution Content Round 1 (Record/Interview around first asset package)</p>	<p>Week 10</p> <p>Meeting: (Optional) 1 Hour Meeting - Review first draft asset package with writer</p> <p>Atlas Rose Team: Deliver first draft asset package / get approval</p> <p>Client: Approval of first draft of asset package</p>
<p>Week 3</p> <p>Meeting: 2 Hour Meeting for Content Strategy Exercise</p> <p>Atlas Rose Team: Kickoff Content Writers</p> <p>Client: None</p>	<p>Week 7</p> <p>Meeting: (Optional) 1 Hour Meeting - Review first draft asset package with writer</p> <p>Atlas Rose Team: Deliver first draft asset package / get approval</p> <p>Client: Approval of first draft of asset package</p>	<p>Week 11</p> <p>Meeting: (Optional) 1 Hour Meeting - Deliver final draft article with creative/social assets</p> <p>Atlas Rose Team: Final edits and creation of all asset</p> <p>Client: client distributes content</p>
<p>Week 4</p> <p>Meeting: 2 Hour Meeting for Content Strategy Exercise (part 2)</p> <p>Atlas Rose Team: Kickoff Creative Templates - 2-3 assets and layouts per channel</p> <p>Client: None</p>	<p>Week 8</p> <p>Meeting: (Optional) 1 Hour Meeting - Deliver final draft article with creative/social assets</p> <p>Atlas Rose Team: Final edits and creation of all asset</p> <p>Client: client distributes content</p>	<p>Week 12</p> <p>Meeting: 1 Hour Meeting - train/equip to continue on without us and options on how we can work together going forward</p> <p>Atlas Rose Team: Building training documentation, handoff of project plans and strategies</p> <p>Client: none</p>

# How to Get Started

1

## Accept the Proposal

Once you've reviewed the proposal, let us know you're ready to get started, and we'll set up the payment details and schedule our kick-off meeting!

2

## Kick Off Meeting

We'll schedule our first meeting to begin team introductions and start working through strategic exercises.

3

## We've got your back.

No more wondering if you're wasting dollars on ineffective marketing. We're with you every step of the way as together we build out a winning strategy.





# Why Choose Us?



We have a proven model and process we'll install on Day 1 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.**



ATLAS ROSE™

**We elevate brands, culture, and  
mission through executive  
marketing leadership.**

