

Entice prospects

Publish in social channels

Customer	Content Subject	Content Length/ Format	Content Channels	Content Frequency
Which social media sites do they consult for information?	What is the headline of the content you are providing?	How will the content be published? e.g., white paper, ebook, or article	Where will the content be published? e.g., Facebook, Pinterest, LinkedIn, or website	How often and when will you publish? e.g., daily/weekly and dates