

No. 01

BLOG POSTS: 3 - 5

1. Welcome blog post, share new brand, website, difference, etc.
2. Your Story/What makes your business different.
3. Share a featured product/services/etc
4. Behind the Scenes, Your process, Small details about your business.
5. A freebie or giveaway of your product or something useful in your industry
6. Share social pages or reason to sign up for your newsletter.

NOTE: recommend having about 5 posts on the blog prior to launching (so they have reason to stay)

No. 02

SOCIAL MEDIA

1. Pre-launch: Share peeks of brand, behind the scenes posts, countdown, push to follow/signup
2. Share your 'WHY' -- why you started, why you are different, why you are passionate
3. Share a 'just launched' post with branded photos and intrigue to click to your site for more.
4. Host a giveaway or challenge: A free gift/package, an instagram/facebook challenge
5. Give something for free: Offer a free download when signing up for newsletter
6. Share a client story or testimonial or a featured product/service

No. 03

OUTREACH

1. Connect with others: Join groups, go to events to network, give out social cards, joining FB groups
2. Look into doing Facebook or Instagram Ads that target your location and market.
3. Host an Launch Party: Send/hand-deliver invites to others in your industry for grand opening
4. Social Invite: Mail branded 'just launched' announcement & encourage them to share it online
5. Introduce Yourself: Mail simple notecards to everyone in your industry to introduce your business.
6. Offer services: Offer your product/service/etc to be used for photoshoots, collaborations, etc.

f :: 1/2 PER DAY (1-4PM)

t :: 5X PER DAY (1-3PM)

g :: 1/2 PER DAY (9-10, 5PM)

p :: 10 PER DAY (PM/WKD)

FACEBOOK

relevant / creative articles
business related (sneak peeks)
motivation quotes from others
personal posts
shoutout to other businesses
questions/learning

PINTEREST

useful boards in niche
tips/tools within industry
repin/pin from my website
organize boards
create seasonal boards
share recent pins

INSTAGRAM

inspiration/quotes
personal post/ask questions
behind the scenes (stories)
business tips/tools
projects/past work
sneak peeks

OTHER

giveaway or freebie
local events
old popular content
recommendations
question/polls/advice
round-ups