THE BLOG BRAND BUSINESS PLAN

MY BUSINESS PLAN

My Business Content Strategy

Though this strategy will expand as time goes on, my current business content strategy features two different platforms for sharing content, my main content medium and my primary content content platform. This is to help maximize my reach as well as the content I share.

My Main Content Medium + my plan for actively promoting it:

My Primary Content Platform + my plan for actively promoting it:

Weekly Content Plan Example

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
BLOG POST	INSTAGRAM	NEWSLETTER	INSTAGRAM	FACEBOOK	INSTAGRAM	
PRIMARY in depth blog post based on current theme of the month	**SECONDARY** weekly tip tuesday based on my blog post of the week	share new blog post, tip tuesday, + my personal insights	**SECONDARY** behind the scenes thusday shows a pic of me working	recap of the content that was released during the week	**SECONDARY** weekly simple saturday where I share a lifestyle post	

My Weekly Content Plan