



CONTENT STRATEGY
LAST REVIEWED: MARCH 20, 2013

Purpose

This process outlines the general content strategy for Sweet Phenomena. Use in conjunction with the Sweet Phenomena content calendar.

2013 Goals

- 🌸 Create a fabulous confidence-building workbook for girls
- 🌸 Create at least one digital information product
- 🌸 Build enough content to transition the site from homeschooling to girl empowerment
- 🌸 Host a webinar

Notoriety

Tiffany will be known for creating content, products, and services devoted to empowering girls 8-12 through self-esteem building, education appreciation, and career exploration. Items will be colorful, high-quality, and make people's jaws drop.

Questions

Some of the questions that need to be answered in relation to my business are:

- 🌸 How can I help my daughter build self-esteem?
- 🌸 How can girls use education to follow their dreams?
- 🌸 Why should girls explore careers from an early age?
- 🌸 How can I help my daughter with _____ {bullying, dating violence, etc.}?



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<p>Who</p>	<p>Who will write/produce the content?</p> <p>Tiffany will write the content. Guest writers will be considered on a case-by-case basis. Tiffany will guest post on other blogs once every three months.</p>
<p>What</p>	<p>What will I publish?</p> <p>Blog, videos, and guest posts for Sweet Phenomena</p>
<p>Where</p>	<p>Where will I publish?</p> <p>Blog posts, videos, and guest writers' posts will be published on Sweet Phenomena. Tiffany will publish guest posts on relevant blogs {to be determined and noted at a later date within this document}.</p>
<p>How</p>	<p>How often will I publish?</p> <p>Blog posts {2/month} will appear on the second and fourth Wednesdays of the month. Videos {1/month} will appear on the first Wednesday of the month. Guest posts {1/month} for Sweet Phenomena will appear on the third Wednesday of the month.</p>
<p>How</p>	<p>How will I promote?</p> <p>Content will be promoted on Twitter, Pinterest, and Google+ on the following schedule:</p> <ul style="list-style-type: none"> 📌 Twitter – small hook/post title with link the day content goes live 📌 Twitter – utilize “recycle” plugin to repost older content 📌 Pinterest – pin content the day it goes live & pin to any relevant group boards 📌 Pinterest – go through older posts and pin content once per week 📌 Google+ - hook/post title with link the day content goes live 📌 Google+ - go through older posts and pin content once per week



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<p><i>Why</i></p>	<p>What do I hope to accomplish?</p> <ul style="list-style-type: none">• Provide freaking awesome content to readers• Provide content that emotionally touches readers• Provide content that helps readers address situations they may find themselves in with their daughter• Provide content that compels readers to comment and share their experiences and thoughts• Provide content that compels readers to share their struggles and successes with me• Provide content that gives readers a clear picture of who I am, what I'm about, and why they'd love working with me• Provide content that establishes me as a leader amongst a small group of similar businesses/individuals
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The following topics are the broad categories that Tiffany will write about on Sweet Phenomena. Below each topic are content ideas and potential content posting dates.

Self-Esteem Building

What if your daughter doesn't seem to listen? {June, 2013}

Influence of other girls

Build your daughter up from the beginning

It's OK to fail {March, 2013}

Career Exploration

Non-traditional careers are OK for girls {April, 2013}

How to explore careers with your daughter

My daughter wants to be an entrepreneur

Education Appreciation

My daughter hates school

Teach your daughter how to find the answers

Concerns of Today's Girl

New school/back to school {July/August, 2013}

Summer camp {May, 2013}

For Girls Only!

My parents are divorcing



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Mother/Daughter Relationships

New Mother's Day traditions {May, 2013}

Everyday fun with your daughter