

CONTENT PRODUCTION WORKFLOW

Campaign: _____

Week of: ____ / ____ / 20__

- 01 IDEATE
- 02 CREATE
- 03 REFINE
- 04 PUBLISH

DONE	CONTENT PILLAR / TOPIC	PLATFORM	ASSET TYPE	STATUS
	Behind the Scenes: Studio Tour	IG / TikTok	Short-form Video	Drafting
	Educational: 5 Tips for Small Biz	LinkedIn	Carousel	Approved
	Product Showcase: New Arrivals	Pinterest	Static Image	Scheduled
	Community: Weekly Q&A	IG Stories	Interactive	Planned
	_____	_____	_____	_____
	_____	_____	_____	_____

ENGAGEMENT CHECKLIST

Reply to Comments

Engage with Niche Tags

Outbound DM Outreach

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