

CONTENT DISTRIBUTION MATRIX

Weekly Startup Visibility Strategy

Campaign: _____
Week of: _____

CHANNEL	CONTENT FORMAT & HOOK	PRIMARY GOAL	SCHEDULE
LinkedIn Personal Brand / Page	Thought leadership, Industry insights, "How we built X"	Authority & B2B Leads	M/W/F focus
X (Twitter) Threads / Updates	Build in Public, Quick tips, Engagement replies	Community & Networking	Daily frequency
Instagram / TikTok Vertical Video	Behind the scenes, Team culture, Short tutorials	Brand Personality	High engagement
Newsletter Substack / Email	Deep dives, Product updates, Curated links	Retention & Direct Sales	1x Weekly

KEY METRICS TO TRACK

- Inbound Inquiries (Demo requests)
- Website Click-through Rate (CTR)
- Audience Growth Rate

WEEKLY NOTES