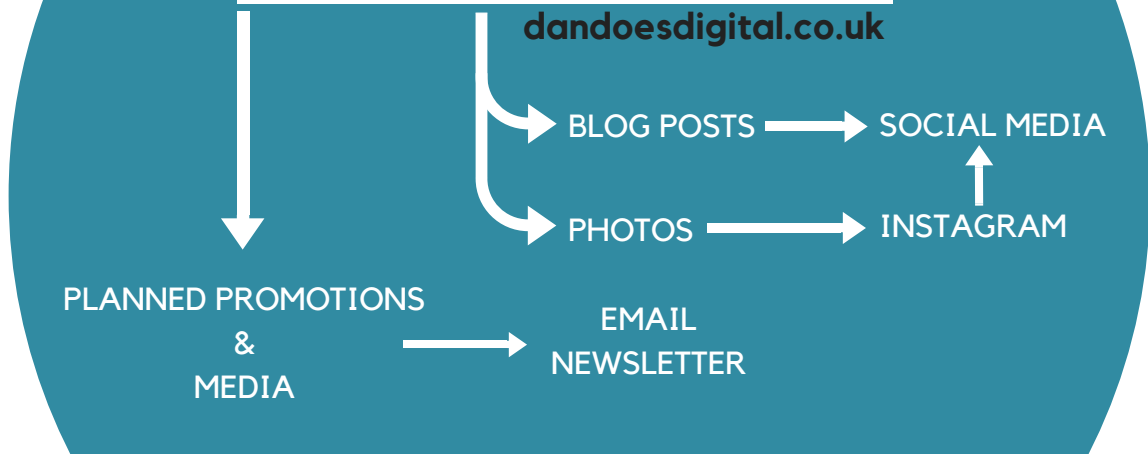


CONTENT FRAMEWORK



“ **JAB, JAB, JAB - RIGHT HOOK** ”
Gary Vaynerchuck

PERIPHERAL

- create chances to engage
- cross promote content
- high volume of content
- experiment with #hashtags

TRANSPARENCY

GENERAL INTEREST

- show your followers some love
- provide tons of value
- subscribe them to a mailing list
- segment & tailor their content
- differentiate yourself

CALL TO ACTION

QUALIFIED

- provide purchase options
- ask for the sale!
- up sell
- be pro-active with communication
- show thanks and appreciation

UTILISE

THE

DATA

GET TESTIMONIALS

MEASURE RESULTS

IMPROVE