

Content + Insights (Core)

Build consistent, strategic content across platforms

* **Content Plan + Copy**

- 12–15 monthly content themes (one calendar)
- Platform-native copy for LinkedIn + Instagram + Facebook (repurposed)
- Carousel outlines (slide-by-slide structure + copy)
- Posting plan (cadence + what to post when)
- 1 round of edits on copy/outlines

* **Insights + Creative Direction**

- Suggested graphics direction for each carousel (imagery/icons, layout notes, brand color guidance, photo suggestions)
- Monthly performance insights + next-month recommendations

* **Client Handles**

- Canva design/build-out, scheduling/publishing, community management, daily engagement/outreach, paid ads

\$2,000/month