

SARAH PASCARELLA FOR LAUNCH ACADEMY

LAUNCHING YOUR EDITORIAL CALENDAR

SARHPASCARELLA.COM

01

WHO ARE YOUR USERS?

02

**WHO ARE
YOUR
STAKEHOLDERS?**

HOW DO WE
DEFINE SUCCESS?

WHAT ARE WE PUBLISHING?

01 On-Site

Blog posts (profiles, how-tos, inside looks, success stories, expansion news), site copy (landing pages, banners, CTAs).

02 Emails

News and updates from Launch Academy.

03 Social Media and Community Posts

Content for our audiences on Facebook, Twitter, Quora, and Reddit, with explorations to other channels where our potential users are (e.g. Instagram, Youtube).

WHICH CHANNELS

MAKE SENSE?



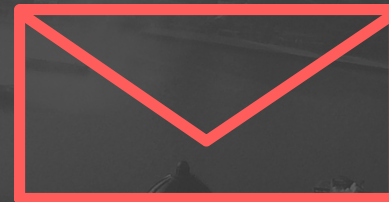
Our Site

The hub of Launch Academy--Our content starts here.



Partners

Guest bylines on syndicates, blogger/influencers, and PR outlets.



Email

Engage with our audience, drive traffic to site and partners.



Social Media

Build community where our audience lives and shares.

**WHEN DO
WE PUBLISH?**

HOW OFTEN BY CHANNEL?

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**ALWAYS ANSWER THE
'SO WHAT?'
QUESTION**

AKA WHY WOULD ANYONE ENGAGE WITH THIS?

TIME TO

B R A I N S T O R M !

01

Engage

Study your users. Engage your stakeholders. Know your budget. Reach out to your contributors.

02

Plan

Schedule your topics. Determine the review process. Agree on what 'done' looks like.

03

Organize

Which planning tools do we use? Excel or Google spreadsheet? Third-party partner (e.g., Skyword)? How do contributors get paid?

**HOW OFTEN DO WE
MEASURE SUCCESS?**

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ANY QUESTIONS?

DON'T BE SHY.