



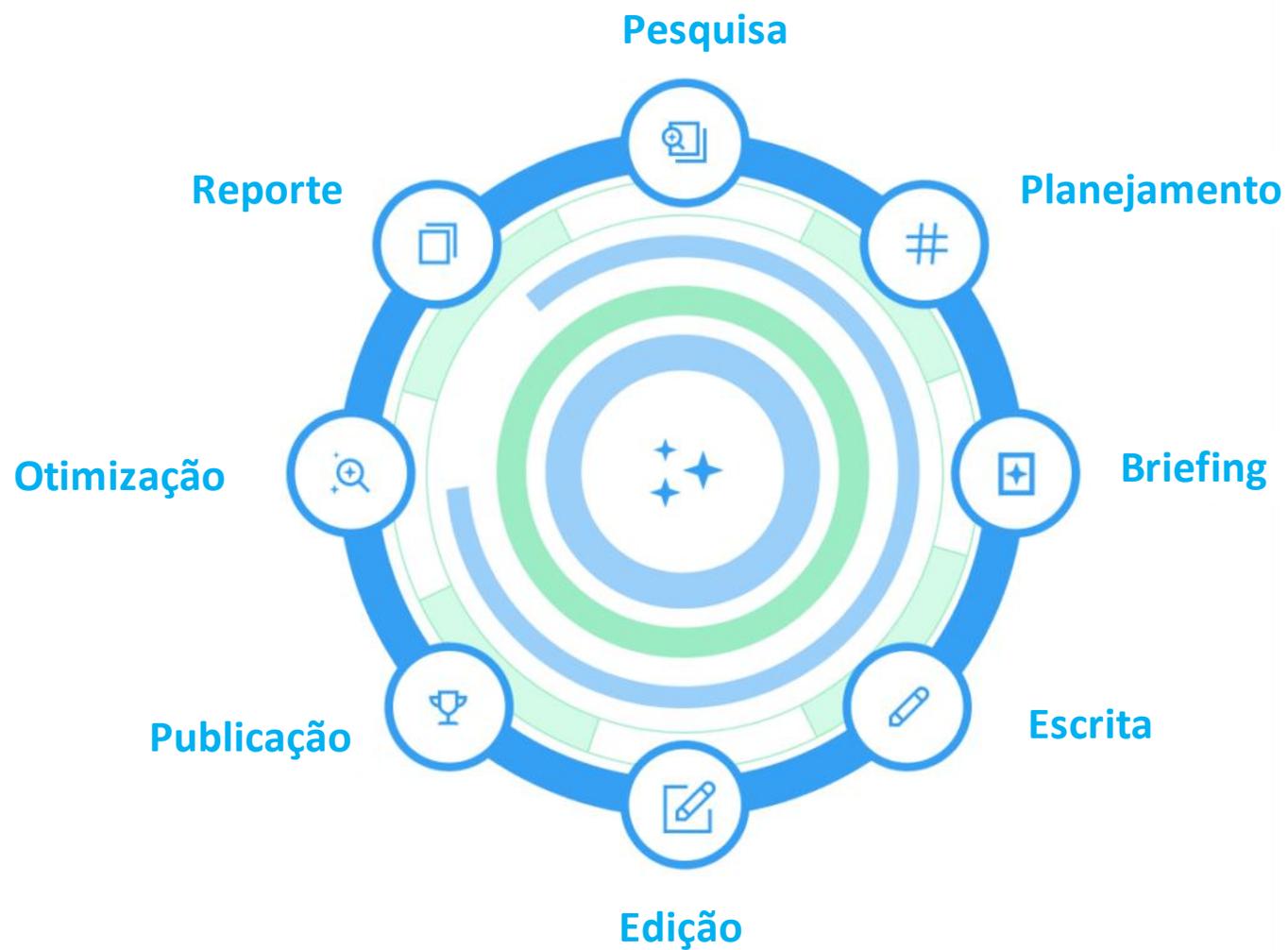
# Content Marketing

Desenvolvido por

**Jesus Bardini**

Especialista em Inbound &  
Content Marketing

# Process Management



ROADMAP

# Process Management



## Blog Editorial Calendar

[Click Here to Get Started with a Free Demo](#)

| Publish Date                           | Due Date   | Author             | Topic/Title  | Content/Details   | Keyword(s)                                | Target Persona(s) | Offer/CTA  |
|--|------------|--------------------|--|---|---|-------------------|--|
| 01/01/2022<br>02/01/2022<br>03/01/2022 | 29/12/2021 | Ivelisse Rodriguez | 12 Revealing Charts to Help You Benchmark Your Business Blogging Performance | Explain importance of blogging and how to benchmark your efforts to guarantee success | business blogging, blogging benchmarks    | Marketing Mary    | <a href="#">How to Get 100,000 Readers for Your Blog</a> |
| 04/01/2022                             | 30/12/2021 | Caroline Forsey    | Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]                | Highlight SEO tips with expert advice while promoting on-page templates               | search engine optimization, SEO           | Marketing Mary    | <a href="#">On-Page SEO Template</a>                     |
| 05/01/2022<br>06/01/2022<br>07/01/2022 | 31/12/2021 | Basha Coleman      | 9 Tips for Creating Quick Graphics for Your Social Media Posts               | Provide tips and tricks to creating graphics without the burden of learning Photoshop | marketing graphics, social media graphics | Sales Leader Alex | <a href="#">Social Media Image Templates</a>             |
| 08/01/2022<br>09/01/2022               |            |                    |  |   |   |                   |  |
| 10/01/2022                             |            |                    |  |   |   |                   |  |
| 11/01/2022                             |            |                    |  |   |   |                   |  |
| 12/01/2022                             |            |                    |  |   |   |                   |  |
| 13/01/2022                             |            |                    |  |   |   |                   |  |
| 14/01/2022                             |            |                    |  |   |   |                   |  |

# Process Management

| SUNDAY | MONDAY           | TUESDAY                                      | WEDNESDAY           | THURSDAY                                | FRIDAY           | SATURDAY |
|--------|------------------|--|---------------------|---|------------------|----------|
|        |                  | New Product Launching                        |                     | Holiday SlideShare<br>Holiday Blog Post |                  |          |
|        | Holiday Campaign | Holiday Campaign                             | Holiday Campaign    | Holiday Campaign                        | Holiday Campaign |          |
| SUNDAY | MONDAY           | TUESDAY                                      | WEDNESDAY           | THURSDAY                                | FRIDAY           | SATURDAY |
|        |                  | Social Media Ebook<br>Social Media Blog Post |                     |   |                  |          |
|        | Holiday Campaign | Holiday Campaign                             | Holiday Campaign    | Holiday Campaign                        | Holiday Campaign |          |
| SUNDAY | MONDAY           | TUESDAY                                      | WEDNESDAY           | THURSDAY                                | FRIDAY           | SATURDAY |
|        |                  |  |                     | Holiday                                 |                  |          |
|        | Holiday Campaign | Holiday Campaign                             | Holiday Campaign    | Holiday Campaign                        |                  |          |
| SUNDAY | MONDAY           | TUESDAY                                      | WEDNESDAY           | THURSDAY                                | FRIDAY           | SATURDAY |
|        |                  |  |                     |   |                  |          |
|        |                  | Facebook Experiment                          | Facebook Experiment | Facebook Experiment                     |                  |          |