

Content Management and Repurposing

You know the value and importance of creating, managing, and repurposing content to help you get more customers and clients. But you're too busy to spend all that time on it. That's where we come in. We take care of you and your needs so you can do what you do best and enjoy most.

Each package begins with an orientation call, where we discuss your goals and needs to tailor your content to best serve you. Your account manager will become your point of contact and take care of you and all of your blog posts, social media posts, and other pieces if applicable. You have the option of drafting your own posts or sending your account manager some ideas a month ahead. Your account manager will log in on your WordPress site and take care of all of it for you.

Billing will be via automatic monthly invoices that may be paid securely online.

If you desire the optional social media package, the posts will begin in month two, as we create them after getting to know you and your content during the first month. Upon termination of your service, you'll still receive that last month of social media posts.

Please note that the packages vary not only by the quantity of posts but by other contents as well. Higher-priced packages contain a greater number of elements.

Tier One (Budget)

This package is best for a business owner who needs a small amount of online engagement and/or who has budgetary constraints. It contains the following:

- **Keyword research** to identify the appropriate terms to help you rank well in search engines and help the right customers and clients find your content
- **On-page SEO** for the blog posts, including the appropriate keywords, meta data, Alt tags, and Yeost SEO alignment
- At least one **image for each blog post**, with Alt tag, description, and caption
- Embedded YouTube videos as applicable
- **Four blog posts** ghostwritten with the appropriate readability and content, which are then edited and posted to your WordPress site (or scheduled to publish on certain dates), or eight posts edited and posted if you write them yourself.
- Interlinking of posts as applicable, to other posts/pages on your site to create content webs, and to offsite locations when it makes sense to do so and avoiding any you've said not to link to
- A Microsoft Word document of each post
- A PDF of each post, which can be used as a lead magnet or other giveaway, among other things.
- SM30 Package: **30 social media posts**, with 10 images. These relate to your topic(s) and are appropriate for platforms such as Twitter, Facebook, and Instagram.
- All documents will be stored in a Google Drive or Dropbox folder so you'll have access to them even if something happens to your personal computer/files.

Price: \$1,000 per month

Tier Two (Standard)

Everything in Tier One, plus

- **Four additional blog posts** for a total of two per week (eight blog posts per month) (or sixteen if you write them yourself)
- **SM90 Package:** three posts per day for a total of 90 for the month; 30 images
- **PR Strategy:** Suggestions for places to appear, such as podcasts to be interviewed on, help getting quoted as an expert, or other options for media appearances
- **Repurposed Recording:** Transcription and repurposing of audio or video recording, up to 60 minutes monthly (can be stacked). Turn that podcast episode into a document you can use in multiple ways. One episode can become as many as ten blog posts, for example.
- **Audio recording:** You might want a track to use for a YouTube video, or you might want someone to say something you don't want to or can't say for yourself. Up to 60 minutes monthly. Choose male or female voice.
- **Content strategy:** suggestions for how to best make use of your content

Price: \$3,000 per month

Tier Three (Deluxe) (Extremely Limited Availability)

Everything in Tier Two, plus

- **Five times** the number of blog posts in Tier One, for a total of 20 blog posts per month, one per work day; or eight long-form blog posts (2,000 to 3,000 words each) (or thirty edited and posted if you write them yourself)
- Even more robust SEO benefit by being prolific and posting frequently and consistently
- **SM120 package:** four posts per day for a total of 120 for the month, with 40 images
- **Ten times** the Repurposed Recording of Tier Two: up to 10 hours (600 minutes) of audio/video content per month transcribed, edited, and turned into written content (This is a great way to get a book written.)
- **Six times** the audio recording of Tier Two: Up to six hours monthly. Choose male or female voice.

Price: \$10,000 per month

For examples of our work, see [Side Hustle Nation](#), [Delivering Wow Dental](#), [Pressing Forward](#), or [Contract Diagnostics](#). Here's a [book we made](#) from A/V recordings. [Here's another](#). As part of our work for Contract Diagnostics, we transcribed five podcast episodes and turned them into 150+ documents they can use in many ways. See also [Books Edited by Jennifer Harshman](#).

For more information or to choose your tier and set up your orientation call, email Jennifer at Jennifer@HarshmanServices.com