

Hub and Spoke Model – Example Schedule

Month 1

- Create 8 blog posts
- Create one white paper or free guide
- Promote white paper or free guide on social media channels
- Promote blog posts on social media channels

Month 2

- Create one press release for white paper or free guide created in month 1
- Create a graphic to support white paper or free guide
- Create 6 blog posts
- Promote white paper or free guide on social media channels
- Promote press release on social media channels
- Promote blog posts on social media channels

Month 3

- Create 6 blog posts
- Create one case study
- Create one press release for case study
- Promote case study on social media channels
- Promote blog posts on social media channels
- Publish white paper or free guide from month 1 on SlideShare.net