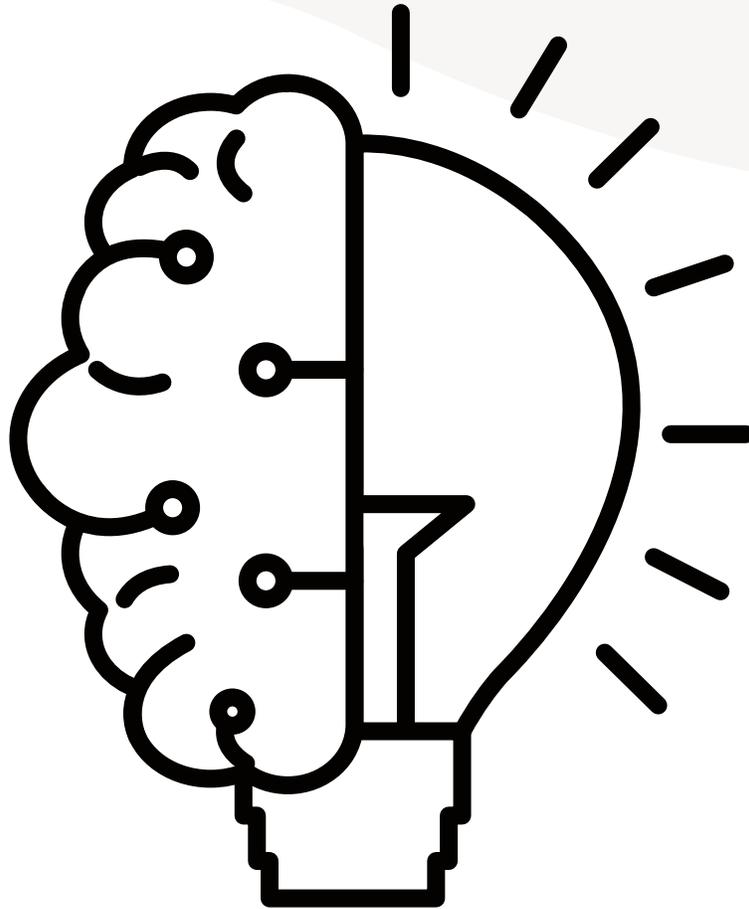


WE HANDLE 90% OF YOUR CONTENT MARKETING

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*MONTHLY GHOSTBLOGGING + LI CONTENT MARKETING*

**THEPOCKETPHD.COM**

# WELCOME!

I'm thrilled that you're considering working with The Pocket PhD to get your monthly content marketing off of your plate.

I founded The Pocket PhD on the belief that experts need the support of other experts – and with the knowledge that most entrepreneurs don't have the time or inclination to agonize over every word.

Our approach to ghostblogging and LinkedIn content marketing not only saves you time and prevents the headaches that come from banging your head against your keyboard, but it also supports your business goals.

When you hire our team to create custom blog articles and LI posts, you're investing in yourself. Not only will you consistently get your content marketing done, but you'll give yourself the time and freedom to focus on the revenue-generating areas of your business. Plus, we support you in making strategic marketing decisions about your business.

Your content won't create itself, but hiring our team to ghostblog and create custom LinkedIn posts for you might be the next best thing!

*Emily Crookston*

Owner and Decider of All Things  
at The Pocket PhD



# SHOULD YOU MARKET YOUR BUSINESS ON LINKEDIN?

LinkedIn is one of the best opportunities for small business marketing available. Did you know that there are over 700 million users of LinkedIn and only 1% of those post content? If you're looking to move from a referral-based business to getting inbound leads, LinkedIn is your best option.

Do you believe your target audience regularly uses LinkedIn?



Do you need an easier way to create custom, remarkable content, while you concentrate on the revenue-generating aspects of your business?



Do you need to move from a primarily referral-based business to fielding quality, inbound leads?



Do you need to raise your consulting fees, get paid speaking opportunities, or break the ceiling on your current revenue capacity?



## RESULTS

*The higher your score the better fit ghostblogging + LI content marketing is for you!*

# GHOSTBLOGGING + LI CONTENT MARKETING ROADMAP

We hold monthly content strategy sessions with business owners or marketing teams to plan 2 blog articles and 12 LI posts per month, which we then create.

## 1 | LINKEDIN ROADMAP

- Pre-kickoff homework to get background, current state of content
- LinkedIn audit
- Custom recommendations, action steps and game plan

## 4 | LINKEDIN PROFILE UPDATE

- Create 5-10 headlines for you to choose from
- Updated LinkedIn About section
- Updated cover and photo

## 2 | HOW YOU FASCINATE

- Take the Fascination Advantage assessment
- Get your report + personalized video with actionable insights

## 5 | PERSONALIZED LI GUIDE

- Create a personalized, step-by-step guide to follow to get on track
- Form a consistent habit of engaging, commenting, and posting on LI

## 3 | 60-MINUTE KICKOFF MEETING

- Go over branding, offerings, and future offerings
- Map out 3 big marketing themes and blog topics for 6 months
- Schedule monthly content strategy sessions

*We support you or outright handle everything marked with the checkmark. We provide resources & coaching for anything we can't do for you!*

## 6 | 30-MINUTE MONTHLY CONTENT STRATEGY CALL

- Meet to talk through marketing strategy for the month
- Come up with outline for 2 blog posts based on the blog template
- Talk through any relevant launches, events, other changes

## 7 | 2 CUSTOM BLOG ARTICLES

- Create blog articles (750-1,000 words) based on marketing themes
- Share any requested edits to the blog articles
- Post final version on your website, LinkedIn, or Medium

## 8 | 12 CUSTOM LINKEDIN POSTS

- Create LinkedIn posts repurposed from blog articles or based on themes
- Share any requested edits to LinkedIn posts
- Post final version on your LinkedIn page 3x per week
- Spend 10-20 minutes commenting and engaging on others' posts

## 9 | (OPTIONAL) 2 EMAIL NEWSLETTERS

- Create introductions for a curated newsletter
- Create blurbs for blog articles to be included in newsletter
- Set up and get into a regular habit of sending email newsletters

## 10 | ONGOING MONTHLY SUPPORT

- Answer any questions about marketing on LinkedIn
- Support you in staying consistent with commenting, engaging, and posting on LinkedIn

*We support you or outright handle everything marked with the checkmark. We provide resources & coaching for anything we can't do for you!*

# OVERVIEW OF SERVICES

Our goal is to take as much of your content marketing work off your hands as possible. You'll find all of the details included on the following pages.

The tl;dr of it, though, is that you'll be responsible for feeding us your best ideas – whether in the form of client examples, blog posts, or presentations you've previously written, or articles you come across that you want to share with your audience.

We'll take care of the writing from there and we'll collaboratively edit the work we create together. You own everything in the end.

Your monthly ghostblogging + LinkedIn content marketing package also includes a monthly content strategy session to hammer out ideas, discuss branding and marketing, ensure we're covering the right bases with your content, and make the whole process more efficient.

The following pages outline how we approach content marketing. Our collaborative process is designed to make sure you're proud to put your name on everything you post.



YOUR  
BRAND  
HERE

# PHASE 1: PRE-WORK AND KICKOFF

Once we've agreed to move forward, we'll choose a start date. I'll share a pre-kickoff package with you so that you can start answering the questions on the pre-kickoff homework and we can get to know your brand a bit better.

We'll begin work together with a 60-minute kick-off call to talk about your answers to the pre-kickoff questionnaire, get straight on your offerings, future offerings, and come up with blog topics for 6 months.

Our goal is to help you meet your LinkedIn goals as well as your overall content marketing goals. We'll work to create this together so that you feel in control throughout the process.

## **Once we understand your brand better, we'll:**

- Do a LinkedIn audit of your current page and come up with a game plan
- Create your done-for-you LinkedIn profile page based on audit findings
- Create and share new LinkedIn branding and design
- Begin drafting LI posts and blog articles

# PHASE 2: GHOSTBLOGGING + CONTENT CREATION

We'll revisit and refine anything we create during the Pre-work and Kickoff phase, as well as consult on content marketing strategy, during monthly 30-minute strategy sessions with you.

We'll begin creating regular content for you in the second month. Your package includes 2 blog articles, 12 LinkedIn posts (3 per week), and content for 2 newsletters (if you already have a newsletter up and running).

## **Each month, we will:**

- Meet with you to talk marketing strategy
- Create 2 blog articles based on your notes using the blog template we share and discussion during our content strategy call
- Create 12 LinkedIn posts for you to share on your page
- Create an introduction and blog blurbs for 2 email newsletters (optional)
- Make any recommendations or suggestions for improvement as needed

# PHASE 3: ON-GOING SUPPORT

As we continue to create content for you, we want to ensure we're meeting or exceeding your expectations. So we'll work together in 6-month increments, checking in every 6 months to get your feedback about how we can improve your experience.

## **We believe this service works best if:**

- You are currently running a primarily referral-based business and want to gain quality, inbound leads through LinkedIn
- You aren't currently using LinkedIn optimally (i.e., you're not posting consistently each week, you want to start using LI more regularly)
- You are a solopreneur or have a small marketing team that doesn't create content for you
- You see the value of blogging for your business, but don't have the time or inclination to write blog articles yourself
- You want a team to brainstorm content marketing ideas with you

# PRICING

Pricing is based on a 6-month commitment and is billed as a monthly fee. That allows us to fully support you in terms of strategic direction, idea development, creating content for you, editing, and offering any additional resources that might be helpful for you.

The price for monthly ghostblogging + LinkedIn content marketing is \$2,500 per month.

# NEXT STEPS

We'll meet for an initial consultation so that we feel good about strategizing and creating content for you and you feel good about working with us.

From there, we'll choose a start date and schedule your kick-off session.

When you're ready to schedule your initial consultation, please email [emily@thepocketphd.com](mailto:emily@thepocketphd.com)!