

BLOG

S M T W T F S

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3	4	5	6	14	15	16
10	11	12	13	21	22	23
17	18	19	20	28	29	30
24	25	26	27			
31						

SOCIAL MEDIA

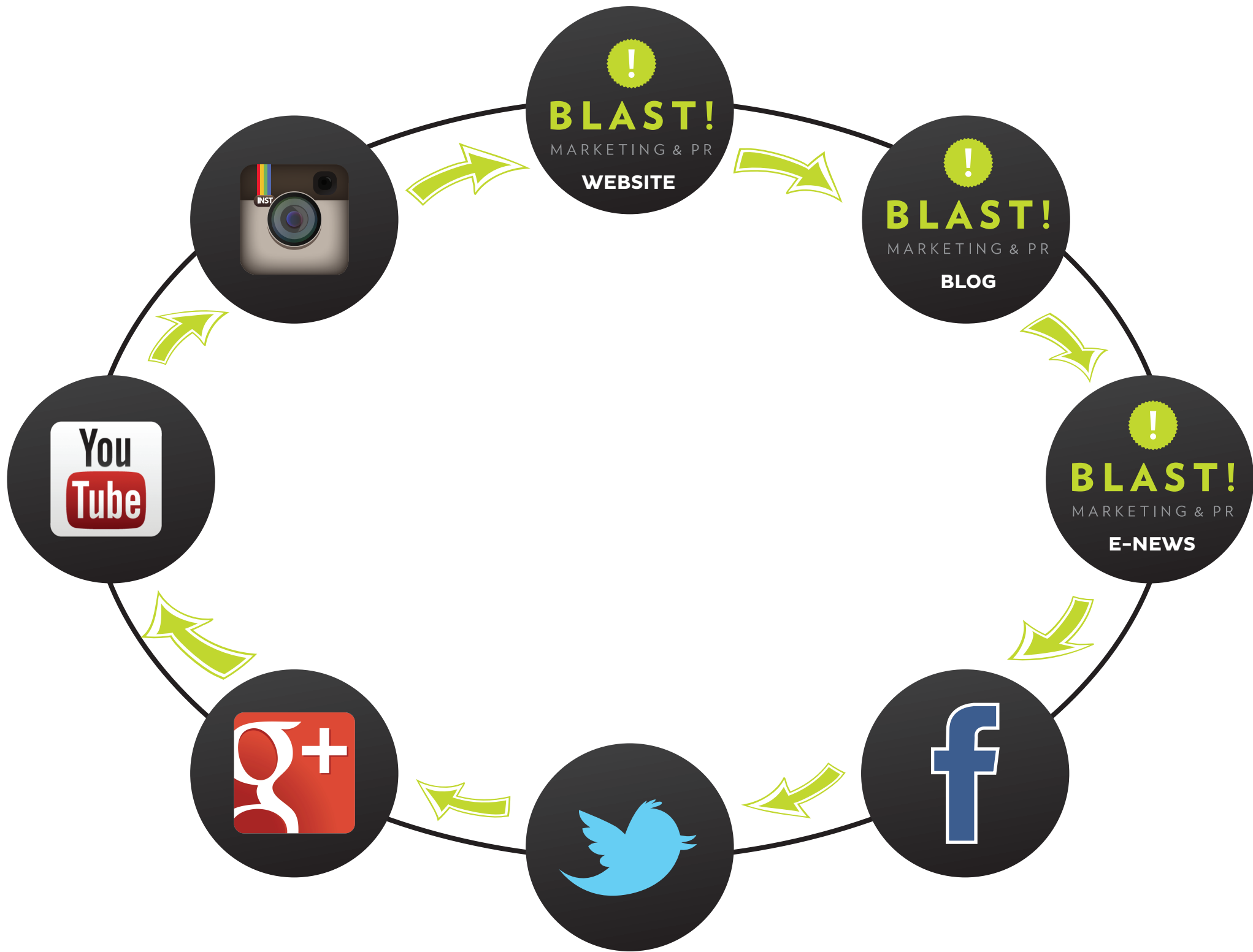
S M T W T F S

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5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

Blog Editorial Calendar + Social Media Publishing Schedule

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EFFECTIVE ONLINE MARKETING





Interesting Story

**Engaged
Customers!**

**Non-Engaged
Customers**



Self-Serving Story

• Write About Others; Not Just Yourself •