**Content Schedule**

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| **Week Release Date** | **Content**  **VIDEO**  **PICTURE**  **WRITTEN CONTENT**  **OTHER** | **Description** |
| **March** | | |
| March 7, 2018 | “About the Owner” of Doin’ It Right Cabinetry, find out what drives him! | Starting a series called “About the Owner”. This will show the audience transparency and trust. Along with a way for the customer to find out of Randy is the right fit for them. These videos will be release once on the first week of every month. |
| March 14, 2018 | How-to Thread + Blog: Process of Stain + Finishing | Explains how to stain and finish cabinets. This is effective because it shows the process in which Randy’s custom cabinets are made. This will be a picture thread + portions of a written blog post. |
| March 21, 2018 | Whiteboard Pres. Video: Consultation-Completion Process | Whiteboard video sped up to show how the consultation to building to installation to completion works. This will be done through images drawn on white board and voice over. |
| March 28, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| **May** | | |
| May 4, 2018 | “About the Owner” What is Randy’s favorite type of cabinet to build, and why? | This will be the second of a 6-month series “About the Owner” video series that will give the customer an inside view of Randy’s opinions and about him and his small local business. |
| May 11, 2018 | What We’ve Accomplished! | Thread of edited pictures together into a long thread highlighting recent cabinets Doin’ It Right has created. |
| May 18, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| May 25, 2018 | Machines of Doin’ It Right Video | This will highlight the various tools Randy uses on a day to day basis. Such as Randy cutting on a table saw or plaining a large board to get the proper width. |
| **June** | | |
| June 2, 2018 | “About the Owner” Where did Randy find his passion for woodworking, and what challenges did he face when starting the business? | 3rd of 6-part series “About the Owner” This video will give the viewer a more personal side to the business to show what drives Randy to excel in his business and make great custom cabinets. |
| June 9, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| June 16, 2018 | Featured Work Video: Top Cabinets designed. | This video will highlight some of Randy’s best works in a 1-minute video. The video will be accompanied with music. |
| June 23, 2018 | How-To Video: Basic Lower Storage Cabinet | This video will highlight Randy building a lower cabinet. The video will be sped up to about X4 to make the video shorter and more enjoyable |
| June 30, 2018 | Threaded picture of design process | Long threaded picture of screenshots from design program to show steps of design process. |
| **July** | | |
| July 6, 2018 | “About the Owner” Randy’s background and expertise. | 4th of 6-part series “About the Owner” This video will she the professional side of Randy, and how he runs his business. |
| July 13, 2018 | Creative Storage Ideas for Cabinets | Highlighting and giving customers ideas for storage ideas for corner, and bottom cabinets. This will be displayed as a written blog piece of content. |
| July 20, 2018 | What We’ve Accomplished! | Thread of edited pictures together into a long thread highlighting recent cabinets Doin’s It Right has created. |
| July 27, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| **August** | | |
| August 3, 2018 | “About the Owner” Randy gives a small tour of the shop where he makes cabinets. | 5th of 6-part series “About the Owner” This will show the physical equipment and space where all of the cabinets are created. |
| August 10, 2018 | N/A | N/A |
| August 17, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| August 24, 2018 | How-to Videos: How to add drawers | This video will feature Randy explaining and demonstrating how to add drawers to the lower storage cabinets. |
| **September** | | |
| September 1, 2018 | “About the Owner” About Randy’s family and how they contribute to the business. | Final of 6-part series “About the Owner” This will show the customer based how this is a small family business and get a glimpse of the culture behind the service. |
| September 8, 2018 | “Upcoming cabinet trends of 2018”: Keep up with the Do’s and Don’ts of Cabinetry Design | This will be a written piece of content split into each month through the 6-month campaign. This article will give some of the Dos and Don’ts of Cabinet design when customers are thinking about remodeling their kitchen. |
| September 15, 2018 | Survey: How did we do? | Survey for all customers, ask about experience with Doin’ It Right, What can we do better. 10 Questions, then push user to leave a review. |
| September 22, 2018 | What We’ve Accomplished! | Thread of edited pictures together into a long thread highlighting recent cabinets Doin’s It Right has created. |
| **October** | | |
| October 1, 2018 | Celebrating 7 Years of business | Video of Randy thanking the community for the support of 7 years, some show cases of best works. |

Things to think about on a weekly basis for content ideas:

* Viral themes, videos
* Holidays
* Always watch competition
* Events such as snow storms, national events, and even tragedies (Such as sending money for help after a bad hurricane, and use the businesses money)
* Ask customers to review (incentive?)

Things to remember:

* Remind customers to leave reviews (best source of feedback and credibility)