



A Day in The Life of 3 CrowdRiff Users:

What Are The Workflows of These Social, Website & Digital Marketing Managers?

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Visit Southlake

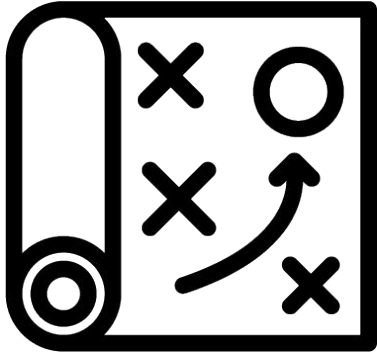


@visitsouthlake



@visitsouthlaketexas

Workflow



**MAKE IT
HAPPEN**

The Game Plan

- Remember Content Focus Areas
 - Brand Awareness
 - Day Trips
 - **Health & Safety**
 - Hotels
 - Meetings & Event Planning
 - Shopping and Dining
 - Special Events
- Think Evergreen Whenever Possible
- Repurpose with Intention






Schedule

- Annual
 - High-level planning with monthly themes and key dates.
- Quarterly
 - Detailed planning with initiatives and campaigns.
- Monthly/Weekly
 - Content drafted with images and “backup” supplemental post.
 - Refresh galleries.
- Daily
 - Scan for new assets.



Make It Happen: Organization (Smartsheet)

Complete?	Target Publication or Completion Date	Media Type - Publication	Initiative	Social media or other copy	Content Image	Comments / Notes	Campaign	Responsible	Planned Start
<input type="checkbox"/>			January 2020						
<input type="checkbox"/>			Week 1: December 30 - Jan 4						
<input checked="" type="checkbox"/>	12/30/19	Social - Instagram and Facebook	Brand Awareness - Holidays	#TFW you realize the holiday season is almost over. What has been your favorite holiday memory this year? #VisitSouthlakeTexas @mablackett					12/30/19
<input checked="" type="checkbox"/>	12/31/20	Social - Instagram	Brand Awareness - Holidays	It's the final day of 2019 ... here's a look back at some of our top posts of the year. We can't wait to make new memories with you in 2020! #VisitSouthlakeTexas #2019BestNine					12/31/19
<input checked="" type="checkbox"/>	01/04/20		Brand Awareness	A Saturday stroll in Southlake? ... Perfect! #VisitSouthlakeTexas @littlepieceofchic					1/4/20

Make It Happen: Crowdriff Sidekick



Forward Alt+Right Arrow

Reload Ctrl+R

Save as... Ctrl+S

Print... Ctrl+P

Cast...

Translate to English

Save to CrowdRiff

View page source Ctrl+U

Inspect Ctrl+Shift+I

#southlakestyle
#southlakemoms
#southlaketownsquare
#southlakecarroll