



WOMEN IN ENTREPRENEURSHIP

Marketing 101

Content Creation Tips from an Entrepreneur

How we do it: Systems!

- Create color coded social calendar to layout 8 weeks of content at a time
- Templates for everything
 - Saves time for content creation AND keeps our look consistent
- VA team of support staff
- Recycle content across all our channels over time
 - Color coding helps with this

Tools we use:

- Planoly
- Canva
- Shared calendar for social creation
- Team – my biggest strength
- Professional photography
- Professional Video editing

Resources provided by Allison Harlow Clark, Interior Designer and Owner of Curio Design Studio