



WORKANA

Downloadable Material

**EDITORIAL
CALENDAR FOR
YOUR BLOG**

CONTENT, EDITORIAL AND BLOGGING

YOUR LOGO

CLIENT:		PROJECT NAME:		PERIOD:	
TARGET:		DELIVERY DATE:		POSTS:	

→ SEGMENTS (VERTICALS)

Apart from topics (eg: freelancers, clients, technology, programming, content, design, as our case), these are some other triggers. Take into consideration the basic criteria of SEO when developing your content.

IDEAS

Current topic - News about the industry	Introduction and explanation of Product / Service	Tips - How to	Talk about the user	Success story - your own	Explain with infographics
Talk about the Market	Launch - Campaigns	Your passion on a topic	Make a list of things	Testimonials	Describe with a video
Last trends	Tutorials and tools	Organizational Culture - Team	Like Baiting	Present something interesting	Show a picture gallery
Share reports of your own and of others	Interview to a guru in the sector	Words of a team member	Curate your content	Success Story - World	FAQ

→ FREQUENCY OF POSTS

Analyze the moment of the day that works better for your strategy. Will it serve as content for your social networks? Will it be promoted? Does it aim at generating traffic all day long?

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 PM	X						
12:00 AM		X					
7:00 PM							

→ **PLANNING**

Organize your workflow to make sure you can meet your goals. Example of Workana.

<http://bit.ly/CalendarioEditorialBlogging>

#	DATE	IDEA OF ARTICLE	TARGET	TOPIC	VERTICAL	RESPONSIBLE	STATUS	LINK	TRANS ENG.	TRANS POR.	TRANS SPA.
.1	08/04/2019	How to write a good article Link brief	Freelancer	Content	How to	Assul	Pending/ Ongoing/ Finished/ Translated/ Posted	https://www.workana.com/blog/freelanceando/como-escribir-para-industrias-aburridas/?utm_source=blog	Link	Link	Link
.2											
.3											

EXTRA-EXTRA:

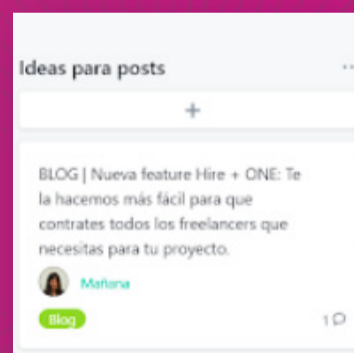
WE TELL YOU THE PUBLISHING PROCESS USING ASANA

Example of Workana:

Our team is 80% remote, that's why we need to make processes really clear with tools which allow us to empower the next player in the process every time a new step is over. In order to achieve this, we use a project manager.

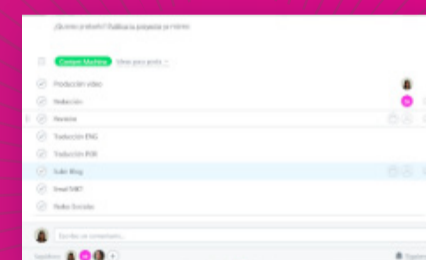
.01

> UPLOADING THE IDEA



.02

> LISTING THE TASKS



.03

> LET'S SET TO WORK!

WORKANA

WEB:

<https://www.workana.com>

CONTACT:

<https://www.workana.com/contact>

<Help.workana.com>

SOCIAL NETWORK:

<https://www.instagram.com/workana/>

<https://www.youtube.com/user/WorkanaTV>

<https://www.linkedin.com/company/workana/>

<https://twitter.com/workana>

<https://www.facebook.com/workana>

COMMUNITY:

<Comunidad.workana.com>