

CONTENT · SAMPLE DELIVERABLE

Content Plan

The content system — pillars, formats, channel roles, and a sample 4-week cycle.

PREPARED FOR Sample Client (illustrative)	PREPARED BY NOREN Agency	CYCLE 30 days
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Content pillars

- Authority — point-of-view content that establishes expertise.
- Education — practical, useful content for the audience.
- Proof — outcomes, process, and behind-the-scenes.
- Brand — story, values, and personality.

Formats & cadence

CHANNEL	FORMAT	FREQUENCY
Primary social	Short-form video	4× / week
Primary social	Carousel / static	3× / week
Newsletter	Long-form note	1× / week
Blog / SEO	Article	2× / month

Sample 4-week calendar

WEEK	THEME	KEY ASSETS
1	Positioning & POV	2 videos, 1 carousel, 1 note
2	Education	2 videos, 2 carousels, 1 note
3	Proof & process	2 videos, 1 carousel, 1 article
4	Brand & recap	2 videos, 1 carousel, 1 note

Production workflow

- Briefs → scripts → production → review → schedule → publish.
- One point of contact maintains the cadence.
- Each asset maps back to a pillar and a goal.