

## Small Business Digital: Monthly Content Distribution Plan

This comprehensive content distribution strategy maximises the value of a single monthly video interview by transforming it into multiple content assets across various platforms. The plan is designed to establish a consistent online presence while optimising for both traditional SEO and AI-driven search.

### Content Creation Foundation

#### Week 1: Content Capture & Production

- **Video Interview:** Record a 30-question Q&A session with a business associate, client, or industry expert
- **Transcription & Editing:** Process the full interview and begin content creation
- **Content Planning:** Map out the month's content calendar based on the four main topics identified

### Weekly Content Distribution Schedule

#### Website Content (Core Asset Hub)

- **Week 1:** Publish comprehensive 2,500-word blog post structured for AI search
  - Embed the full YouTube interview video within the blog post
  - Implement strategic internal linking to reference relevant existing content
  - Structure content with clear headings and subheadings for AI readability
- **Weeks 2-5:** Publish one focused article per week (from the 4 main topics)
- **All Weeks:** Update website with proper schema markup and meta descriptions

#### LinkedIn (Professional Audience)

- **Monday, 9-11 AM:** Share industry insights article related to the week's topic
- **Wednesday, 11 AM:** Post thought leadership content with link to relevant website article
- **Friday, 7-10 AM:** Share downloadable eBook promotion with form capture

#### Google Business Profile (Local SEO)

- **Tuesday, 3-6 PM:** Post weekly blog summary with link to full article
- **Thursday, 4-5 PM:** Share customer success story or FAQ from the week's topic
- **Saturday, 11 AM:** Post weekend tips related to the monthly theme

#### Reddit (Community Engagement)

- **Monday & Thursday, 8-11 PM:** Post discussion questions related to weekly topic
- **Tuesday & Friday, 3-6 PM:** Share industry insights with links to relevant articles
- **Wednesday & Sunday, 7-11 PM:** Post helpful tips and advice from the week's content

### YouTube (Video Content Hub)

- **Week 1:** Upload full edited interview video (embedded in website blog)
- **Weekly, 8-11 PM:** Upload one topical video segment with optimised description
- **All videos:** Include links to relevant website content and call-to-action

### Daily Short-Form Video Distribution

Schedule one short video daily across platforms:

#### *Facebook & Instagram*

- **Monday, 3-5 PM:** Educational content
- **Tuesday, 3-6 PM:** Behind-the-scenes or process insights
- **Wednesday, 8-11 PM:** Q&A segment
- **Thursday, 8-11 PM:** Tips and tricks
- **Friday, 6-9 PM:** Client success stories
- **Saturday, 1-3 PM:** Weekend inspiration
- **Sunday, 7-11 PM:** Preview of upcoming week's content

#### *TikTok & Instagram Reels*

- **Monday-Friday, 9 AM-12 PM:** Morning educational quick tips
- **Monday-Thursday, 8-11 PM:** Evening entertainment/value content
- **Friday-Sunday:** Lifestyle content related to industry

#### *X (Twitter)*

- **Tuesday & Thursday, 3-6 PM:** Share short video clips with engaging questions
- **Wednesday, 11 AM:** Post industry insights with video
- **Friday, 7-10 AM:** Share weekend tips video

## Monthly Content Assets Overview

Content Type	Quantity	Platforms	Purpose
Blog Post	1	Website	SEO foundation, AI search optimization
Topic Articles	4	Website, LinkedIn	Deep dives into specific topics
eBooks	4	Website (gated)	Lead generation, authority building
Reddit Posts	24	Reddit	Community engagement, traffic driving
Full Interview	1	YouTube, Website	Comprehensive resource
Short Videos	30	All social platforms	Daily engagement, brand awareness

## Implementation Notes

1. **Content Consistency:** Maintain visual branding and messaging consistency across all platforms
2. **Cross-Promotion:** Each content piece should link back to related assets
3. **Engagement Monitoring:** Adjust posting times based on performance analytics
4. **Local SEO Focus:** Ensure NAP consistency across all platforms
5. **AI Optimisation:** Structure all content with clear headings, FAQs, and natural language for AI search engines

This distribution plan creates a cohesive digital ecosystem that maximises content value while maintaining a manageable production schedule for small businesses.