

Content Ideas

Share a list of content subjects and volunteer in teams to share our knowledge on the subject in the form of digital content. Volunteer to be in as many team huddles as you feel you can handle within the given timeline.



AUTHORS DECIDE BEST WAY TO SHARE THE CONTENT



ARTICLE



INFOGRAPHIC



HOW TO SERIES



VIDEO

Team Collaboration

Schedule a time to get together virtually/physically in a location that you can share your thoughts and ideas as it pertains to the subject(s) you are covering. Come prepared to finish all of your content ideas during this session. Record all of your ideas so that nothing is forgotten. This is a time for content generation. Use the **BLOG LAB** tool to help you form your ideas and organize your content.

[MARTHA STEWART IT]



CREATIVE TEAM DESIGNS FINISHED CONTENT



ALL KNOXB2B MEMBERS

SHARE THE DIGITAL ASSETS ON THEIR SOCIAL CHANNELS



FINAL DIGITAL ASSETS ARE SCHEDULED ON THE EDITORIAL CALENDAR AND POSTED TO THE KNOXB2B SITE & SHARED ON SOCIAL CHANNELS.



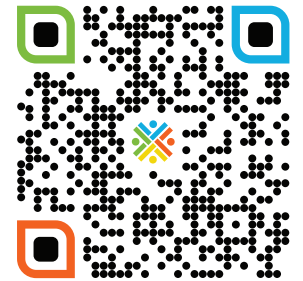
REPURPOSE INTO KNOXB2B EMAIL NEWSLETTERS

REFINE & REPEAT

TRACK RESULTS REFINE & REPEAT



BUILDING A REPUTATION & CLIENT BASE THROUGH DIGITAL MEDIA



BLOG LAB



KNOXVILLE
Business To Business
MICRO-COMMUNITY

KNOXB2B2.0