



## WEEK THREE AGENDA:

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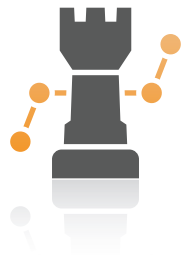
1. REVIEW EDITORIAL CALENDAR
2. ADD ARTICLES TO THE CALENDAR ALONG WITH REVIEW CREATIVE SUPPORT NEEDED
3. DISCUSS NEXT STEPS CONTENT THAT WAS DISCUSSED DURING COLLABORATION
4. LEAD GENERATION OPPORTUNITIES WITH TARGET MARKET
5. DISCUSS LEAD MAGNETS NEEDED TO SUPPORT CAMPAIGNS

LEAD MAGNET

CHANNEL

PURPOSE

DEADLINE

### WHAT IS A LEAD MAGNET & WHY IS IT IMPORTANT:

A lead magnet is a marketing term used to describe a valuable incentive or offer that a business provides to potential customers or leads in exchange for their contact information, typically their email addresses or other relevant details. The primary purpose of a lead magnet is to attract and capture the attention of potential customers and encourage them to take specific action, such as signing up for a newsletter, joining a mailing list, or creating an account on a website.