

BEST PRACTICES FOR COMMUNICATION FREQUENCY

Content creation has become a must for any business trying to increase brand awareness. In a survey of marketers, more than 80% report they are planning to increase the amount of content they publish this year.

The key to doing it successfully is:

PRODUCE CONTENT CONSISTENTLY

The Right Message. The Right Medium. Guaranteed.

TRADE PRESS SERVICES
Marketing Communications Strategists

RECOMMENDED FREQUENCY OF MARKETING CONTENT

PROJECT	Weekly	Semi-Monthly	Monthly	Quarterly	Semi-Annually	Annually
Blogs	B	R	M			
White Papers				B	R	M
Bylined Articles			B	R	M	
Case Studies				B	R	M
Press Releases			B	R	M	
Email/Newsletter			B	R	M	

Best Practice = B Recommended = R Minimum = M