



# 3 LEVELS OF IMPACT

## EXPERTISE/MEETINGS/GUIDANCE FROM IA

**Impact Support:** Collaborative strategy and identification of your individual goals

**Audience Insight:** Who is your target, best way to reach them, internal/external

**Coaching:** From general presentation awareness to personal/brand specialization

**Communication Guidance:** How to reach, engage, and inform your specific audience

**Channel choice vs efficacy:** Post, video, text, newsletter, blog, podcast

**KPIs:** Create and move toward unique targeted goals; measure the things that matter

**Strategic Planning:** Quarterly/bi-annual/annual meetings to evaluate

## SERVICES FROM IA

**Number of Social Platforms:** Instagram, TikTok, LinkedIn, FB, Youtube, X, Snapchat, etc.

**Post Frequency:** Combination of video and static posts

**Average length of video post:**

**Studio Services:** Access to IA Studios or buildout of your own

**Production Level:** Graphics, animations/motion graphics, captions, etc

**Podcast:** Production, hosting, posting

**Ideation and Content Creation:**

**Content Conversion:** Podcast to blog, long form to short form, long form to static post

**Brand Setup/Integration:** Design, music, intro/outro, graphics, shot style all align

INITIAL IMPACT	EXPANDING IMPACT	MAXIMUM IMPACT
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
3 Platforms	All desired platforms	All desired platforms
12 per month	2 per week on each	Daily content
30 sec	Long and short form	Long and short form
●	●	●
Basic	Intermediate	Extensive
●	Once a month	Two a month
Basic Guidance	Collaboration	Collab & Leadership
●	●	●
●	●	●
<b>PROCESS TO FOLLOW</b>	<b>PROCESS + PEOPLE</b>	<b>PARTNER</b>