

# COOL RV STUFF

Post Schedule / Post Topics Outline

All final copy for ads and post content will be emailed to you for approval/rejection 2 days prior to publishing. Please provide an email address to send for confirmations.

For linked posts, if you'd like me to use a specific post for tracking URL rather than the direct product page on your website, please provide those URLs.

A minimum of 2 posts will be made, with additional post topics used until weekly impressions targets are reached. Any unused topics may be pushed to subsequent weeks as needed. Additional post topics may also be added as needed. All posts will also include additional comment interaction when appropriate.

Posts will be tagged as admin announcement for at least 2 items per week. Instructional posts will be tagged to Guide with titles.

## **Week of 6/1**

Let's start fast and get the Guide populated with at least 3 posts this first week. We can throw in an extra post since previous posts won't be working for our total weekly reach like they will later in the marketing campaign. There will be a brand recognition emphasis for the few 2 to 3 weeks.

- Lifestyle post

Good for brand recognition. It will show a situation where it can be used in the RV lifestyle. Includes one or more ways an RV may find the product useful, product name mention, and an informal photo(s) with the product and label visible.

- What's your favorite new gadget...? A high engagement post topic.

Open questions like this (ones that anyone can answer because there is no right answer) get enormous engagement, and so Facebook will place these post on users personal feeds as well. "Gadgets" is a group title theme. I'll list what I like about the product and what fun things I'm trying out with it.

- Quick solar lesson about ground deploy being a great entry point for solar, and using a solar generator to store what solar captures. I'll use your product as an example for the tutorial post. This post will be tagged to the Guide as well so it can be accessed easily even at a later date.

## **Week of 6/8**

- Post explaining what a solar generator is to new RVers, and include unique features, like the charge speed of EcoFlow (compared to others) as my examples. Tag to Guide.
- Post about what a solar kit consists of and how you can have all in one bundles to make solar entry easy. Tag to Guide
- River product in use as a lifestyle post
- Delta product in use as a lifestyle post
- Link to rvtoolbox.com product review article, if/when ready.

### **Week of 6/15**

- New product post: Have you seen this...? Talk about any differentiating features and include link. Tag to Guide if appropriate.
- Lifestyle post using new product. (Link in first comment to product page due to FB algorithm penalty for external links in post content.)
- High engagement post - Where is your favorite place to camp? Give my choice, and include a lifestyle post showing the product being used in a way that makes camping easier.

### **Week of 6/22**

- Lifestyle post using the product.
- Feature brag: "Did you know you can do this with a...?"
- High-engagement topic: "Show me how you use your..." For example, "How do you make coffee in your RV?" Includes an example and photo of the product being used for that thing

### **Week of 6/29**

- New product emphasis, feature discussion, link to that product on website.
- Lifestyle post (Solar bundle emphasis this week)
- High-engagement topic: Favorite camping food or drink recipe. Include it being prepared using an appliance using the product.

### **Week of 7/6**

- New product emphasis, feature discussion, link to that product on website.
- Lifestyle post.
- High-engagement topic: TBD based on topics that haven't been used recently in the group.

### **Week of 7/13**

- New product emphasis, feature discussion, link to that product on website.
- Lifestyle post. (Solar bundle emphasis this week.)
- High-engagement topic: TBD based on topics that haven't been used recently in the group.

### **Week of 7/20**

- New product emphasis, feature discussion, link to that product on website.
- Lifestyle post.
- High-engagement topic: TBD based on topics that haven't been used recently in the group.

### **Week of 7/27**

Not a full week to end 2 months term, but we will bump the biggest performers from previous weeks to top of feed for the remaining few days and/or use any unused posts topics from previous weeks.