

# Content development

Create compelling content that showcases your local expertise, engages buyers and sellers, and supports your SEO.

	SCALE	MASTER
Topic planning	✓	✓
Content development (e.g., blog posts, web content, etc.)	2/mo	4/mo
Feature/primary image sourcing	✓	✓
Social media post distribution (Facebook, Twitter)	6 posts	10 posts
Email blog content to sphere of influence marketing list	✓	✓
Quarterly editorial calendar	✓	✓
Monthly reporting	✓	✓



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