

# ESSENTIAL PLAN

## Example Month

**01) Blog post**

~ 800 words • SEO

**02) Home hero rewrite**

Website section rewrite

**03) Blog post**

~ 800 words • SEO

**04) New feature announcement - email sequence**

Email sequence • 3 emails

**05) Blog post**

~ 800 words • SEO

**06) Partner landing page**

landing page • single page ~ 700 words • SEO

**07) Blog post**

~ 800 words • SEO

**08) Trial-to-paid upgrade nurture sequence**

Email sequence • 4 emails

# ZAVERNO

