

Audience Matrix

Platform	Tone	Types of Content Shared	Who is the Content for?	Purpose of Content
Facebook				
Instagram				
LinkedIn				
Twitter				

Leverage Marketing Audience Matrix

Platform	Tone	Types of Content Shared	Who is the Content for?	Purpose of Content
Facebook	Business Casual	Internal/external blogs articles, behind the scenes, marketing tips, things around Austin	Marketing professionals, job seekers, potential clients	Leverage is the best agency for your business or your next job.
Instagram	Playful	Behind the scenes, things around Austin	People who Love ATX & Mktg, People who want to work here	Show that we have a fun work culture but know our stuff. "Work Hard Play Hard"
LinkedIn	Professional	Leverage Blogs, Wins, Some Behind The Scenes, Meet the team	Business Professionals	Demonstrate we are experts in our industry
Twitter	Industry Reporter	Industry news, quotes from industry experts, internal/external blogs	Business Professionals, Trend followers, Industry News Seeker	Demonstrate we are industry experts and stay up to date on what's happening in the market

Messaging Matrix

Platform	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Instagram							
LinkedIn							
Twitter							

Leverage Marketing Messaging Matrix

Platform	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Marketing Mon: LM Blog	Tip Tuesday	No Posts	Industry News	Casual Friday: Behind the Scenes	Austin Events	Sunday Funday
Instagram	Motivational Monday	Tip Tuesday	No Posts	Industry News	Casual Friday: Behind the Scenes	Austin Events	Sunday Funday
LinkedIn	No Posts	Marketing Stats or Tip	No Posts	Industry News	No Posts	No Posts	No Posts
Twitter	Marketing Mon: LM Blog	Tip Tuesday	No Posts	Industry News	Engagement Day: Ask A Question	Casual Friday: Behind the Scenes or ATX	Austin or Industry News

Date		Message	Time	Caption	Image	URL	Hashtags
Wed 01/01/20	FB						
	IG						
	LI						
	T						
Thur 01/02/20	FB						
	IG						
	LI						
	T						
Fri 01/03/20	FB						
	IG						
	LI						
	T						
Sat 01/04/20	FB						
	IG						
	LI						
	T						
Sun 01/05/20	FB						
	IG						
	LI						
	T						