

SOCIAL

Reusable content kit

Audits, pillars, calendar, openings and matrix to transform an idea into multiple formats.

HOW TO USE IT

Fill in the boxes, keep a record of the data used and choose one priority per cycle. Use the scores to prioritise the work, not as a promise of results.

e-roe.it/en/resources

01 / Profile Audit

D Recognizable name ☐ Clear description

☐ Explicit public ☐ Visible evidence

☐ Consistent link ☐ Simple contact

☐ Contents set ☐ Legible covers

D Recognizable word ☐ Sustainable frequency

☐ Quick responses ☐ Useful measures

E-ROE / OPERATIONAL INSTRUMENTS 02

02 / Editorial pillars

Pillar Question to which Answers Try Format

Education What do I understand? method carousel

Problem What does it cost me to ignore it? short video

Why trust me? case before/after

How do you work? behind the scenes story

Decision What is the next step? post direct offer

E-ROE / OPERATIONAL INSTRUMENTS 03

03 / Calendar of 30 days

Week Lun Mer Ven Long content

1 test problem FAQ guide

2 error process case interview

3 checklist opinion FAQ tutorial

4 test problem invitation summary

E-ROE / OPERATIONAL INSTRUMENTS 04

04 / Open and reuse

D The hidden cost of...

Q Before spending on..., check... Q The question we always ask...

D What would I change in...

D Checklist in 60 seconds ☐ If you start from zero...

Source Video short Post Email Article

Customer case before/after lesson history analysis

Guide a checklist step in full version

PASSO Store this document as a baseline. Repeat the evaluation in 30 days and compare only

SUCCESSIVO data collected by the same method.

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