

Three posts per week on LinkedIn and X, written in David's voice. 50–75 Apollo.io prospects per month, routed to DCA for personal follow-up. A shared content calendar, monthly performance report, and 30-minute strategy call. This is the Foundation tier engagement — structured, consistent, and starting June 1.

SCOPE OF ENGAGEMENT

WHAT'S HAPPENING

LinkedIn	Mon / Wed / Fri	Primary
X / Twitter	Same cadence	Parallel
Apollo.io	50–75 / month	Outbound
Strategy Call	30 min / month	Monthly

All posts written in David's voice. LinkedIn leads; X runs parallel. Apollo replies route directly to DCA for personal follow-up — Gwen does not respond on your behalf.

MON / WED / FRI FORMAT

EDITORIAL STRUCTURE

- **Monday — Start of Week Thinker**
Sharp, short perspective on a cost, coverage, or structural issue
- **Wednesday — Industry Perspective**
React to trends, legislation, data — in David's voice
- **Friday — Weekend Thinker**
Tactical. Useful. The post a broker forwards to a client.

Pillars rotate across: Direct Care Education · Employer & Broker · Policy & Advocacy · Physician Stories · Patient Impact

APPROVAL WORKFLOW

HOW IT RUNS

- MON** **Monday before the month**
Gwen delivers the full content batch via shared calendar
- WED** **Wednesday — DCA approves**
DCA reviews and approves by Wednesday. No approval = Gwen holds or publishes evergreen.
- 1st** **First of the month — posts go live**
Gwen schedules and publishes. June 1 launch: content submitted May 25.

90-DAY KPI TARGETS

WHAT WE'RE MEASURING

12

Posts per month — 3x/week, every week, no gaps

2–4%

LinkedIn engagement rate (industry avg: 1–2%)

50–75

Apollo prospects contacted per month

5%+

Apollo reply rate — sequence rewritten if below

WHAT'S INCLUDED

FOUNDATION TIER

- 3 LinkedIn + X posts/week in David's voice
- Shared content calendar with approval workflow
- Apollo.io prospect list — 50–75 contacts/month
- Outbound sequence setup & monitoring
- Monthly performance report
- 30-min monthly strategy call with DCA
- Direct access to Gwen — email or text, business hours

BEFORE JUNE 1

WHAT'S NEEDED FROM DCA

- Now** **Confirm in this meeting**
Approval contact · Target broker markets · Topic guardrails · Upcoming events
- 5/23** **By Friday, May 23**
LinkedIn + X access · Apollo.io account · DCA brand assets
- 5/25** **Sunday, May 25**
Gwen delivers June content batch for DCA review
- 6/1** **June 1 — Engagement begins**
First posts live June 2 (Monday). Apollo sequences active.