



Information & Subscription Guide

A Professional Online Presence — Without Adding More to Your Workload

Keeping up with your organization is demanding enough. Keeping up with your online presence should not become another responsibility competing for your time.

Woodbine Digital Management provides professional editorial management for businesses and organizations that value consistent communication but may not have the time or internal resources to maintain it. Through a structured monthly program, Woodbine manages blog development, professional social media content, and monthly e-newsletter production, keeping your communications active, consistent, and professional.

Rather than functioning as a traditional marketing agency, Woodbine serves as an outsourced editorial department, planning and managing your recurring written communications while your organization remains focused on the work it does best.

The Woodbine Editorial Program

Your monthly subscription provides a predictable schedule of professionally managed communications throughout the year.

- **Three Social Media Posts Each Week:** Monday introduces a relevant professional topic; Wednesday provides a direct call to action; and Friday maintains an engaging professional presence through inspirational, organizational, or other appropriate content.
- **Two Original Blog Articles Each Week:** Tuesday's feature article expands upon Monday's social media topic, while Thursday's article forms part of an ongoing educational series addressing subjects relevant to your clients, customers, or community.
- **One Monthly E-Newsletter:** Woodbine prepares, designs, and distributes a professional monthly e-newsletter through your organization's email marketing platform and subscriber list, featuring a selected Tuesday article alongside relevant content, industry news, and organizational updates.
- **Supporting Editorial Management:** Woodbine coordinates editorial planning, publication scheduling, routine revisions, and supporting website content updates to keep your communications program working together consistently.

The Woodbine Editorial Program in Practice

The value of consistent communication is best demonstrated through the finished work. Woodbine provides ongoing editorial management for **Kaye Kendrick Enterprises, LLC**, a professional services firm providing CPA, controller, audit, consulting, and coaching services.

Through a coordinated editorial schedule, Woodbine develops the firm's social media content, original blog articles, educational series, and monthly e-newsletter, maintaining an active and consistent professional presence.

A Consistent Weekly Presence

Monday

Thought Leadership



Wednesday

Call to Action



Friday

Professional Presence



Monday's social media content introduces a professional topic developed more fully in Tuesday's feature article. Wednesday provides a direct, service-oriented call to action, while Friday maintains an engaging professional presence through inspirational or thought-provoking content. A separate Thursday educational series provides more in-depth information on topics relevant to the firm's clients.

[View Sample Blog Articles →](#)

Bringing It Together Each Month

Woodbine also prepares and distributes the firm's monthly e-newsletter, bringing together selected editorial content, relevant professional news, and organizational information in a polished publication delivered directly to subscribers.



[View a Sample E-Newsletter →](#)

Subscription & Getting Started

Woodbine Digital Management is designed around ongoing editorial relationships rather than individual projects. Each engagement begins with a structured onboarding process followed by a recurring monthly subscription.

Monthly Subscription

\$950 per month

The monthly subscription includes the complete **Woodbine Editorial Program**: three professionally managed social media posts each week, two original blog articles each week, one professionally prepared monthly e-newsletter, supporting website content updates, and ongoing editorial planning and management.

Onboarding

One-Time Onboarding Fee: \$750

New clients begin with a structured onboarding process during which Woodbine becomes familiar with the organization, its services, audience, existing communications, and professional voice. Onboarding also includes development of the initial editorial calendar, collection of necessary materials, and coordination of access to the client's website, social media accounts, and e-newsletter platform.

Limited Availability

Woodbine intentionally maintains a limited client portfolio to provide the continuity and editorial attention upon which the program is based. New engagements are accepted subject to available capacity and organizational fit.

Interested in Working with Woodbine?

Contact **Woodbine Digital Management** to confirm availability and determine whether the Editorial Program is appropriate for your organization. Once an engagement is approved, Woodbine will provide the Client Agreement and information necessary to complete enrollment.



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