

WORK SMARTER NOT HARDER:

Tips and Tools for Streamlining Productivity

Jana Seitzer

WORK SMARTER NOT HARDER

WHO I AM



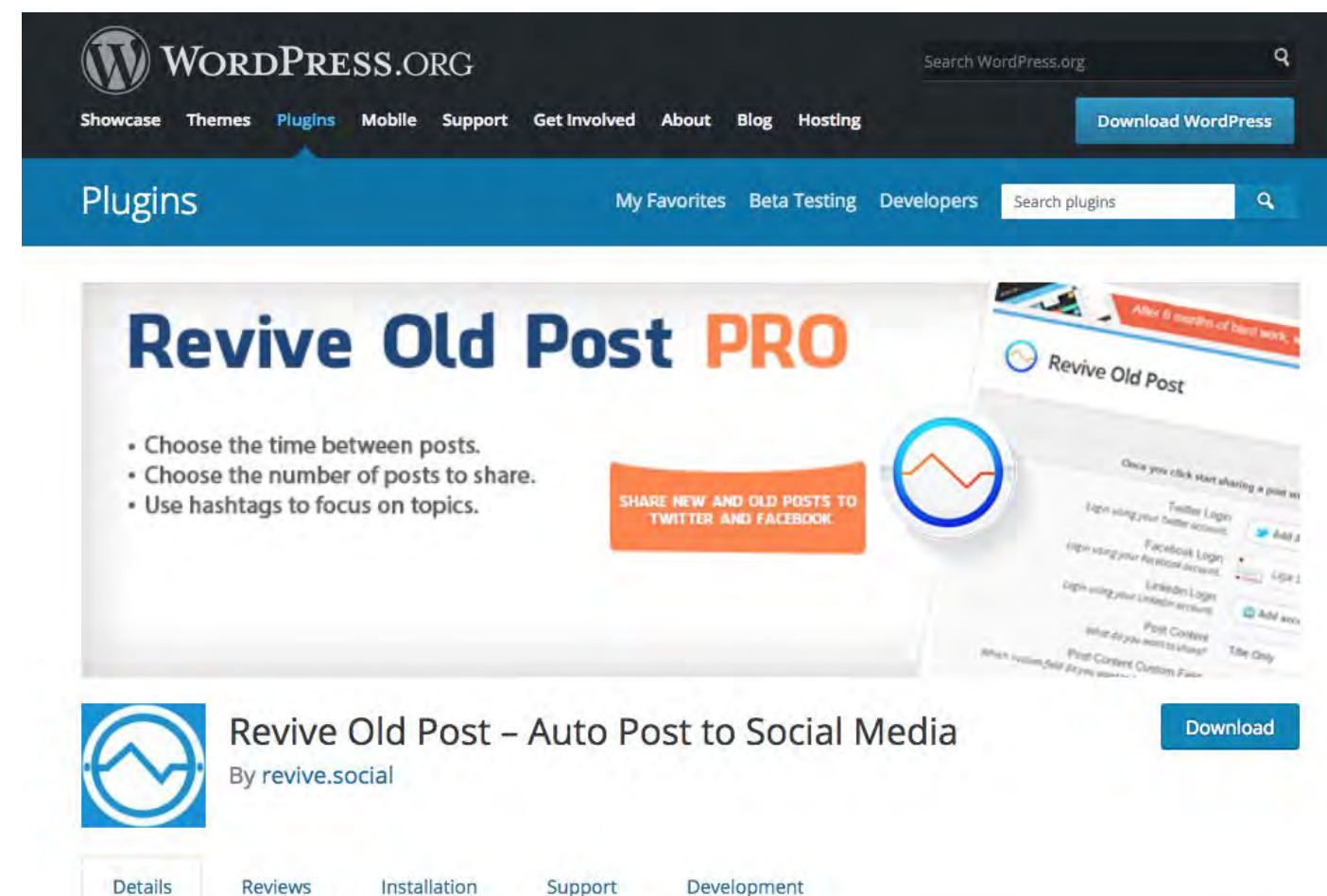
JANA SEITZER

- Digital influencer/blogger
- Graphic designer/marketer
- Nearly 20 years of experience in PR, communications, and marketing for corporations, non-profits, and small businesses

WORK SMARTER NOT HARDER

STREAMLINING PRODUCTIVITY

TECH



How to critically look at a blog's appearance
& how content is being shared

TOOLS



Tools to streamline your work to maximize
efficiency

TIPS



- How to know when it's time to outsource
- Importance of having a media kit

Revive Old Post PRO

- Choose the time between posts.
- Choose the number of posts to share.
- Use hashtags to focus on topics.

SHARE NEW AND OLD POSTS TO TWITTER AND FACEBOOK



Revive Old Post – Auto Post to Social Media

By revive.social

- Details
- Reviews
- Installation
- Support
- Development

Description

WHAT THE PLUGIN CAN DO ?

This plugin helps you keep your old posts alive by automatically sharing them and driving more traffic to them from Social Networks. It also helps you to promote your content. You can set sharing interval and number of posts to share to drive more traffic. For questions, comments, or feature requests, [contact us!](#)

ROP can work as a facebook or twitter auto-poster and using it you can easily auto-share your posts on social media.

Revive Old Post provides the following features

- Version:
- Last updated:
- Active installs:
- Requires WordPress Version:
- Tested up to:
- Languages:
- Tags: auto, LinkedIn

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BLOG TECH FOR STREAMLINING PRODUCTIVITY

Plug-ins for your WordPress site to help save time while increasing pageviews and content distribution

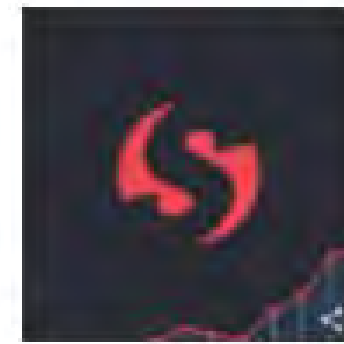
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TOP PLUG-INS



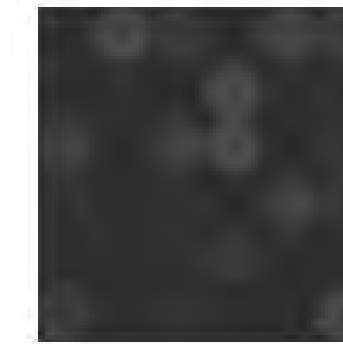
Revive Old Post

By [revive.social](#)



Social Warfare

By [Warfare Plugins](#)

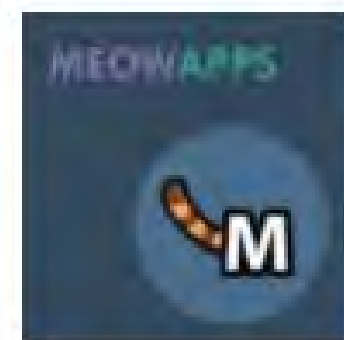


Fancier Author Box

By [ThematoSoup](#)



Visual Composer



Media File Renamer

By [Jordy Meow](#)



Yoast SEO

By [Team Yoast](#)



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TOOLS FOR STREAMLINING PRODUCTIVITY

Online tools to help save time while increasing pageviews
and more

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TOP TOOLS



dlvr.it





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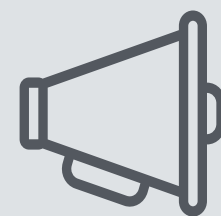
TIPS FOR STREAMLINING PRODUCTIVITY

How do you know it's time to look at outsourcing? What should be included in your media kit? Are you looking to your tribe for support?



OUTSOURCE

How to know when it's
time to outsource



MEDIA KIT

Importance of having a
media kit



TRIBE

Know your tribe.
Depend on your tribe.

STATS

Update quarterly

About Merlot Mommy

MerlotMommy.com is a PR-friendly lifestyle blog. We feature stories and products related to travel destinations, wine, beer, food, parenting resources, tech gear, entertainment news, home, DIY, crafts, green living, travel gear, fitness, health, children, and much more.



38,700+



8,800+



11,500+



20,700+

About Jana Seitzer

Jana is a full-time mom, wife, writer, photographer, speaker, marketer, designer, and social media maven. She loves to travel all over the world—solo and with her family—and tell stories about her travel adventures, adventures that often involve a glass of wine.

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RATE SHEET

Don't attach to your media kit & don't post online

@MERLOTMOMMY
@GEEKGIRLDIGITAL
#TYPEACON

MEDIA KIT TIPS

ABOUT PAGE

Update when you update your Media Kit

HEADSHOT

Match your About Page and Social Profiles

Meet Merlot Mommy



MerlotMommy.com is a lifestyle and travel blogazine. Whether we're traveling or enjoying our time at home, you'll find something here about our travels or our life between trips. We feature stories related to travel destinations, beverages (wine/beer/cocktails), food, parenting, tech gear, entertainment, home, DIY, crafts, travel gear, fitness/health, children, and more. Our next adventure is just around the corner.



BE HONEST

Don't lie about your stats

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SHAMELESS SELF-PROMOTION



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