

## Content Strategy for Capstone Client Romance/Mystery Author Erin Dixon

**Author Focus:** Romance/Mystery Genre

**Topic:** Creating Captivating Characters in Romance and Mystery Novels

**Purpose:** The content strategy aims to engage Erin Dixon's target audience, which includes aspiring writers, avid readers, and fans of romance and mystery novels. By providing insights and tips on character development, this content will help both aspiring authors improve their craft and entertain readers with behind-the-scenes content.

**Schedule:** 10/8/2023



### Element 1: Blog Post

**Purpose:** To provide in-depth insights into crafting compelling characters in romance and mystery novels, showcasing Erin's expertise in the genre.

### Keywords:

- Character development
- Creating relatable characters
- Character arcs
- Romance novel characters
- Mystery novel protagonists

### Cross-Posting:

- Erin's personal website
- LinkedIn (to demonstrate author expertise)
- Writing communities and forums

### SEO Elements:

- Incorporate target keywords in the title, headings, and content.
- Include internal and external links to relevant resources.
- Ensure mobile responsiveness for improved search rankings.

### Image Link:

## Notes:

- The blog post should provide actionable advice and real-life examples of character development.
- Encourage engagement by asking readers to share their favorite romance or mystery characters in the comments.
- Monitor and respond to comments to foster a sense of community.

## Schedule: 10/15/2023



### Element 2: Tweet

**Purpose:** To share a concise tip or insight related to character development in romance and mystery novels and engage with the author's Twitter following.

### Keywords:

- #WritingTips
- #CharacterDevelopment
- #RomanceNovels
- #MysteryNovels

### Cross-Posting:

- Twitter
- LinkedIn (if the tweet is suitable for a professional audience)
- Instagram (by sharing an image related to the topic)

### SEO Elements:

- Use relevant hashtags to increase discoverability.
- Keep the tweet concise and engaging.

### Image Link:

## Notes:

- Craft a tweet that encourages interaction, such as asking followers to share their favorite character traits in novels.
- Engage with followers who respond to the tweet to foster a sense of community.

**Schedule: 10/22/2023**



## Element 3: Facebook Post

**Purpose:** To share a longer, engaging post on Facebook, providing value to fans and generating discussion on character development in romance and mystery novels.

### Keywords:

- Character depth
- Author insights
- Favorite fictional characters
- Writing process

## Cross-Posting:

- Facebook
- Instagram (by sharing the same post with an eye-catching image)

## SEO Elements:

- Use engaging language to capture attention in the post's opening.
- Encourage sharing and discussion by asking readers to share their all-time favorite fictional characters.

## Image Link:

## Notes:

- Use Facebook Insights to identify the best time to post for maximum engagement.
- Engage with commenters to create a sense of community and encourage further discussion.

**Schedule: 10/29/2023**



## Element 4: Interactive Content

**Content Type:** Character Creation Challenge

**Purpose:** To engage aspiring writers and readers by inviting them to participate in a character creation challenge, fostering community and creativity.

### Keywords:

- Character creation challenge
- Writing prompts
- Community engagement
- Creative storytelling

### Cross-Posting:

- Host the challenge on Erin Dixon's website and promote it through blog posts, social media, and email newsletters.

## SEO Elements:

- Optimize the landing page with keywords related to the challenge.
- Encourage participants to share their challenge entries on social media using a specific hashtag.

## Image Link:

## Notes:

- The character creation challenge could involve participants crafting a unique romance or mystery novel character based on provided prompts.

- Encourage participants to share their challenge entries on social media and the author's website to foster a sense of community and engagement.
- Consider offering prizes or recognition to participants with outstanding character creations.

This content strategy aims to engage Erin Dixon's target audience of romance and mystery novel enthusiasts, aspiring authors, and readers. It provides valuable insights and interactive content to keep the audience engaged and connected to Erin's work and expertise.

### **Citations**

Jordan. (2021, October 18). *How to develop a character: 7 simple steps*. Now Novel. <https://www.nownovel.com/blog/how-to-develop-character/>

Princess, B. D. (n.d.). *Belle*. Disney Princess. <https://princess.disney.com/belle>

Tina. (2023, April 17). *12 best romantic movies based on Great Books*. The Romance Studio. <https://www.theromancestudio.com/12-best-romantic-movies-based-on-great-books/>

Hellerman, J., & Altunin, Y. (2023, August 16). *How to write character development [free worksheet]*. No Film School. <https://nofilmschool.com/character-development-definition>