

# CHRISTEN PUFFETT

Virtual Assistant | Blog & Pinterest Manager



## services menu & pricing guide



## hi there, I'm Christen

I'm a **Blog + Pinterest Management Virtual Assistant** for small business owners and creatives looking to scale without relying on complicated marketing strategies.

From publishing and optimising blog posts to designing Pinterest pins that drive clicks back to your site, I take care of the details so your content can keep working behind the scenes.

If you're ready to turn blogging and Pinterest into a powerful traffic source for your business, you're in the right place!

## services I offer:

### *Blog Management*



Formatting, optimising and publishing blog posts so your content is polished, searchable, and ready to perform.

### *Pinterest Marketing*



Designing and scheduling strategic pins that drive consistent traffic back to your blog and website.

### *Content Repurposing*



Turning one piece of content into multiple opportunities for visibility across Pinterest and beyond.

# blog management:

Your blog is the **home base** for your content.

But between writing posts, formatting them properly, adding images, linking things together, and making sure Google actually understands what the post is about, it can quickly turn into a whole production.

I step in to handle the behind-the-scenes details so your blog posts are **polished, organised, and ready to shine.**

This can include things like:

- ✿ Formatting and publishing blog posts
- ✿ On-page SEO optimisation
- ✿ Adding internal links and images
- ✿ Creating blog graphics and featured images
- ✿ Updating and refreshing older posts
- ✿ Organising your blog so everything is easy to navigate



*Basically, I make sure your content shows up looking its best.*

# Pinterest marketing:



Pinterest is less like social media and more like a **visual search engine** disguised as an inspirational scrolling app.

People go there looking for ideas, inspiration, and solutions, which means your blog posts and digital products can **show up right when someone is searching for them.**

With the right keywords, pin designs, and strategy, Pinterest can quietly send new people to your content every single day.

# Pinterest marketing (cont):



Pinterest support can look like:

- ✿ Pinterest account setup and optimisation
- ✿ Keyword research and Pinterest SEO
- ✿ Pin design using Canva
- ✿ Writing pin titles and descriptions
- ✿ Scheduling and distributing pins
- ✿ Organising boards and improving overall strategy

*In other words, I help your content actually get discovered.*

## content repurposing:

If you have spent time creating something amazing, it deserves more than just one moment in the spotlight.

Instead of posting something once and moving on, I help turn that one piece of content into **multiple Pinterest pins** so it can keep circulating and reaching new audiences. Think of it like giving your content **multiple chances to get seen.**

Because one post shouldn't have to carry the whole marketing plan.

The collage features several key resources:

- 6-STEP GUIDE TO content batching FOR COMPLETE BEGINNERS** (Free download)
- Content Batching checklist FOR BUSY ENTREPRENEURS** (Free download)
- CHRISTEN PUFFETT Virtual Assistant | Blog & Pinterest Manager** article: "The Ultimate Guide to Content Batching for Busy Entrepreneurs". It outlines a 6-step process: 1. PLAN, 2. PREPARE, 3. CREATE, 4. ORGANISE, 5. SCHEDULE, and 6. REUSE.
- Batch a Month's Content in 6 simple steps** graphic.
- the beginner's content batching checklist** (Free download).

# investment:

Content visibility isn't built overnight, at least not *sustainable* content visibility. It grows through **consistent publishing, optimisation, and strategic distribution.**

My monthly retainers are designed to keep your content working behind the scenes so your blog posts, products, and resources continue reaching new audiences long after they're published. Each package includes a blend of blog management, Pinterest strategy, and content repurposing, depending on the level of support you need.

## *the visibility starter*

**Best for:** creators who already have blog content but need help keeping it polished and discoverable.

### **Includes:**

- ✿ Blog post formatting and publishing
- ✿ On-page SEO optimisation
- ✿ Internal linking and image optimisation
- ✿ Pinterest pin design for new blog posts
- ✿ Pin scheduling and distribution
- ✿ Basic Pinterest account maintenance

**Perfect if:** you want your content to start working harder without managing every detail yourself.

**Investment:** US\$600 per month



## *the content growth package*

**Best for:** businesses that want consistent blog and Pinterest activity driving traffic each month.

### **Includes:**

- ✿ Everything in *The Visibility Starter*
- ✿ Expanded Pinterest pin creation and scheduling
- ✿ Blog post optimisation for search visibility
- ✿ Updating and refreshing older blog content
- ✿ Keyword research for blog and Pinterest
- ✿ Content repurposing from blog

**Perfect if:** you want a steady system that helps your content reach more people every month.

**Investment:** US\$1 100 per month

# investment (cont):

## *the full content engine*

**Best for:** creators who want their content marketing fully supported behind the scenes.

**Includes:**

- ✿ Everything in The Content Growth Package
- ✿ Full blog publishing and management
- ✿ Advanced Pinterest strategy and optimisation
- ✿ Larger volume of Pinterest pin creation
- ✿ Ongoing optimisation of top-performing content
- ✿ Blog library organisation and maintenance

**Perfect if:** you want your content marketing running smoothly while you focus on creating and growing your business.

**Investment:** US\$2000 per month



## *custom support*

Every business grows at its own pace. If you need something slightly different — like support for a launch, a blog refresh, or Pinterest strategy setup — we can create a **tailored package** that fits your goals.

*Your content shouldn't be the best-kept secret on the internet.*



## *Pinterest power hour*

**Best for:** digital product creators, Etsy sellers, or bloggers who only need help with Pinterest.

**Includes:**

- ✿ Pinterest account audit and optimisation
- ✿ Keyword research for Pinterest SEO
- ✿ Custom Pinterest pin design using Canva
- ✿ Pin scheduling and distribution
- ✿ Board organisation and strategy
- ✿ Ongoing account management

**Perfect if:** you want Pinterest working as a traffic driver without adding blog management.

**Investment:** US\$900 per month