# 12-Month Detailed Content Calendar - Green Power Solutions

\*\*Project\*\*: Green Power Solutions Content Implementation Plan

\*\*Focus\*\*: Four-Pillar Content Hub Development

\*\*Period\*\*: January 2025 - December 2025

\*\*Created\*\*: 30 September 2025

## Executive Calendar Overview

\*\*Monthly Content Volume\*\*: 18-20 articles

\*\*Weekly Publishing\*\*: 4-5 articles (Mon/Wed/Fri + special features)

\*\*Annual Target\*\*: 220+ pieces of content across all hubs

\*\*Lead Magnets\*\*: 16 major lead magnets (4 per quarter)

## Monthly Content Distribution Formula

### Standard Monthly Mix

* \*\*Generator Hub\*\*: 6-7 articles (35% focus)
* \*\*Hybrid Lighting Hub\*\*: 4-5 articles (25% focus)
* \*\*Tank Storage Hub\*\*: 3-4 articles (20% focus)
* \*\*Load Testing Hub\*\*: 2-3 articles (15% focus)
* \*\*Integration Content\*\*: 3-4 articles (5% cross-pillar)

### Content Type Distribution

* \*\*Educational/Technical\*\*: 60% (problem-solving focus)
* \*\*Industry Applications\*\*: 25% (persona-targeted)
* \*\*Case Studies\*\*: 10% (social proof)
* \*\*Thought Leadership\*\*: 5% (authority building)

## Quarter 1: Foundation Building (January - March 2025)

### January 2025 - "New Year Operations Planning"

\*\*Theme\*\*: Annual planning and infrastructure assessment

\*\*Primary Pillar Focus\*\*: Generators (planning season emphasis)

\*\*Secondary Focus\*\*: Load Bank Testing (maintenance scheduling)

#### Week 1 (January 6-10)

\*\*Monday\*\*: "Industrial Generator Sizing for 2025: Complete Planning Framework"

* \*Target\*: Construction Colin, Mining Margaret
* \*Hub\*: Generator Authority
* \*CTA\*: Generator Sizing Calculator download

\*\*Wednesday\*\*: "Data Centre Power Infrastructure: 2025 Reliability Standards"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Critical Infrastructure Assessment

\*\*Friday\*\*: "Mining Power Compliance: Environmental Regulations Update"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Compliance Checklist download

#### Week 2 (January 13-17)

\*\*Monday\*\*: "Load Bank Testing Schedules: Annual Maintenance Planning"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Testing Protocol Template

\*\*Wednesday\*\*: "Construction Site Power: Weather-Resistant Solutions Guide"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Weather Protection Planning Kit

\*\*Friday\*\*: "Biodiesel Generator Benefits: 2025 Performance Analysis"

* \*Target\*: All personas with environmental focus
* \*Hub\*: Generator Authority
* \*CTA\*: Biodiesel ROI Calculator

#### Week 3 (January 20-24)

\*\*Monday\*\*: "Emergency Power Planning: Business Continuity Strategies"

* \*Target\*: Data Centre David, Procurement Paul
* \*Hub\*: Generator Authority
* \*CTA\*: Emergency Response Planning Template

\*\*Wednesday\*\*: "Fuel Storage Sizing: Requirements for Extended Operations"

* \*Target\*: Mining Margaret, Construction Colin
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Fuel Sizing Calculator

\*\*Friday\*\*: "Complete Power Infrastructure: Integrated Solutions Case Study"

* \*Target\*: All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Multi-pillar consultation booking

#### Week 4 (January 27-31)

\*\*Monday\*\*: "Australian Generator Standards: 2025 Compliance Requirements"

* \*Target\*: All personas (regulatory focus)
* \*Hub\*: Generator Authority
* \*CTA\*: Compliance Audit Template

\*\*Wednesday\*\*: "Power System Integration: Planning Multi-Pillar Solutions"

* \*Target\*: Procurement Paul, Data Centre David
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Integration Planning Framework

\*\*LEAD MAGNET\*\*: "Industrial Generator Sizing Calculator & 2025 Planning Guide"

### February 2025 - "Summer Peak Demand"

\*\*Theme\*\*: Peak demand management and heat resilience

\*\*Primary Focus\*\*: Generators + Hybrid Lighting

\*\*Secondary Focus\*\*: Tank Storage (fuel management)

#### Week 1 (February 3-7)

\*\*Monday\*\*: "Managing Mining Power in Australian Summer Conditions"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Summer Operations Checklist

\*\*Wednesday\*\*: "Hybrid Lighting Systems: Energy Efficiency in High Temperatures"

* \*Target\*: Construction Colin, Events Emma
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Lighting Efficiency Calculator

\*\*Friday\*\*: "Data Centre Cooling: Backup Power During Peak Demand"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Peak Demand Planning Template

#### Week 2 (February 10-14)

\*\*Monday\*\*: "Construction Site Power: Extreme Heat Management Solutions"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Heat Management Protocol

\*\*Wednesday\*\*: "Festival Power Solutions: Summer Event Planning Guide"

* \*Target\*: Events Emma
* \*Hub\*: Events Power Solutions
* \*CTA\*: Event Power Planning Toolkit

\*\*Friday\*\*: "Fuel Storage Management: Quality Control in High Temperatures"

* \*Target\*: Mining Margaret, Construction Colin
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Fuel Quality Management Guide

#### Week 3 (February 17-21)

\*\*Monday\*\*: "Generator Performance: Hot Weather Reliability Protocols"

* \*Target\*: All personas
* \*Hub\*: Generator Authority
* \*CTA\*: Hot Weather Operations Manual

\*\*Wednesday\*\*: "Solar-Hybrid Lighting: Peak Efficiency During Summer"

* \*Target\*: Construction Colin, Mining Margaret
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Solar Integration Assessment

\*\*Friday\*\*: "Integrated Site Power: Complete Summer Operations Case Study"

* \*Target\*: All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Summer Readiness Assessment

#### Week 4 (February 24-28)

\*\*Monday\*\*: "Emergency Response: Power Solutions for Heat Wave Events"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Generator Authority
* \*CTA\*: Emergency Response Kit

\*\*Wednesday\*\*: "Event Lighting: Managing Power and Heat for Outdoor Events"

* \*Target\*: Events Emma
* \*Hub\*: Events Power Solutions
* \*CTA\*: Event Planning Checklist

\*\*LEAD MAGNET\*\*: "Summer Peak Demand Management Toolkit"

### March 2025 - "Autumn Preparation"

\*\*Theme\*\*: Maintenance and system optimisation

\*\*Primary Focus\*\*: Tank Storage Solutions

\*\*Secondary Focus\*\*: Load Bank Testing

#### Week 1 (March 3-7)

\*\*Monday\*\*: "AS1940 Compliance Audit: Fuel Storage Regulations Review"

* \*Target\*: Mining Margaret, Procurement Paul
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Compliance Audit Template

\*\*Wednesday\*\*: "Load Bank Testing: Seasonal Equipment Transition Protocols"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Testing Schedule Template

\*\*Friday\*\*: "Construction Power: Autumn Project Planning and Optimisation"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Project Planning Framework

#### Week 2 (March 10-14)

\*\*Monday\*\*: "Fuel Quality Management: Storage Best Practices Review"

* \*Target\*: Mining Margaret, Construction Colin
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Fuel Management Protocol

\*\*Wednesday\*\*: "Generator Maintenance: Preparing for Consistent Operations"

* \*Target\*: All personas
* \*Hub\*: Generator Authority
* \*CTA\*: Maintenance Schedule Template

\*\*Friday\*\*: "Data Centre Infrastructure: Autumn Maintenance Planning"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Infrastructure Maintenance Guide

#### Week 3 (March 17-21)

\*\*Monday\*\*: "Load Testing Data Analysis: Performance Optimisation Insights"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Performance Analysis Spreadsheet

\*\*Wednesday\*\*: "Mining Infrastructure: Maintenance Planning for Operational Excellence"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Mining Maintenance Framework

\*\*Friday\*\*: "Hybrid Lighting Maintenance: Extending System Performance"

* \*Target\*: Construction Colin, Events Emma
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Lighting Maintenance Schedule

#### Week 4 (March 24-28)

\*\*Monday\*\*: "Secondary Containment: Environmental Protection Strategies"

* \*Target\*: Mining Margaret, Procurement Paul
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Environmental Compliance Kit

\*\*Wednesday\*\*: "Complete Infrastructure Review: Multi-Pillar Optimisation Case Study"

* \*Target\*: All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Infrastructure Assessment Booking

\*\*Friday\*\*: "Bulk Fuel Purchasing: Cost Optimisation Strategies for 2025"

* \*Target\*: Procurement Paul, Mining Margaret
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Fuel Purchasing Framework

\*\*LEAD MAGNET\*\*: "AS1940 Fuel Storage Compliance Audit Template & Guide"

## Quarter 2: Integration Focus (April - June 2025)

### April 2025 - "Integrated Solutions Month"

\*\*Theme\*\*: Multi-pillar integration and comprehensive solutions

\*\*Primary Focus\*\*: Integration content across all pillars

\*\*Secondary Focus\*\*: Spring project planning

#### Week 1 (April 7-11)

\*\*Monday\*\*: "Complete Construction Power: Generator, Lighting & Storage Integration"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Complete Solution Assessment

\*\*Wednesday\*\*: "Hybrid Lighting ROI: Energy Efficiency and Cost Analysis"

* \*Target\*: Construction Colin, Events Emma
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Lighting ROI Calculator

\*\*Friday\*\*: "Data Centre Power Integration: Generators, Testing & Storage Systems"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Integration Planning Consultation

#### Week 2 (April 14-18)

\*\*Monday\*\*: "Mining Power Excellence: Four-Pillar Reliability Approach"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Mining Solutions Assessment

\*\*Wednesday\*\*: "Event Power Planning: Complete Generator and Lighting Solutions"

* \*Target\*: Events Emma
* \*Hub\*: Events Power Solutions
* \*CTA\*: Event Power Planning Kit

\*\*Friday\*\*: "Load Bank Testing Integration: Complete Power System Validation"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Testing Integration Guide

#### Week 3 (April 21-25)

\*\*Monday\*\*: "Sustainable Power Infrastructure: Biodiesel and Efficiency Integration"

* \*Target\*: Mining Margaret, Procurement Paul
* \*Hub\*: Generator Authority
* \*CTA\*: Sustainability Assessment

\*\*Wednesday\*\*: "Smart Power Management: Monitoring Across All Infrastructure"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Monitoring System Demo

\*\*Friday\*\*: "Spring Project Planning: Scalable Power Solutions Implementation"

* \*Target\*: Construction Colin, Procurement Paul
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Project Planning Consultation

#### Week 4 (April 28 - May 2)

\*\*Monday\*\*: "Cost Optimisation: Integrated Power Solutions ROI Analysis"

* \*Target\*: Procurement Paul, All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: ROI Calculator Tool

\*\*Wednesday\*\*: "Power System Design: Engineering Integrated Solutions"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Design Consultation Booking

\*\*LEAD MAGNET\*\*: "Hybrid Lighting ROI Calculator & Implementation Planning Tool"

### May 2025 - "Sustainability Focus"

\*\*Theme\*\*: Environmental compliance and sustainable solutions

\*\*Primary Focus\*\*: Environmental benefits across all pillars

\*\*Secondary Focus\*\*: Regulatory compliance

#### Week 1 (May 5-9)

\*\*Monday\*\*: "Environmental Compliance: Sustainable Mining Power Solutions"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Environmental Compliance Checklist

\*\*Wednesday\*\*: "Green Power Infrastructure: Biodiesel Benefits Analysis"

* \*Target\*: All personas with environmental focus
* \*Hub\*: Generator Authority
* \*CTA\*: Environmental Impact Calculator

\*\*Friday\*\*: "Data Centre Sustainability: Power Efficiency and Environmental Impact"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Sustainability Assessment Tool

#### Week 2 (May 12-16)

\*\*Monday\*\*: "Fuel Storage Environmental Protection: Best Practices Guide"

* \*Target\*: Mining Margaret, Construction Colin
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Environmental Protection Protocol

\*\*Wednesday\*\*: "Sustainable Event Power: Green Solutions for Events Industry"

* \*Target\*: Events Emma
* \*Hub\*: Events Power Solutions
* \*CTA\*: Green Event Planning Guide

\*\*Friday\*\*: "Energy Efficiency: Hybrid Lighting and Power Integration"

* \*Target\*: Construction Colin, Mining Margaret
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Efficiency Assessment

#### Week 3 (May 19-23)

\*\*Monday\*\*: "Compliance Testing: Environmental Performance Validation"

* \*Target\*: Mining Margaret, Data Centre David
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Compliance Testing Schedule

\*\*Wednesday\*\*: "Carbon Footprint Reduction: Complete Power Infrastructure Approach"

* \*Target\*: All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Carbon Impact Assessment

\*\*Friday\*\*: "Sustainable Construction: Green Power Solutions Implementation"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Green Construction Kit

#### Week 4 (May 26-30)

\*\*Monday\*\*: "Biodiesel Technology: Future of Sustainable Industrial Power"

* \*Target\*: All personas
* \*Hub\*: Generator Authority
* \*CTA\*: Technology Briefing Request

\*\*Wednesday\*\*: "Integrated Environmental Management: Multi-Pillar Sustainability"

* \*Target\*: Mining Margaret, Procurement Paul
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Sustainability Consultation

\*\*LEAD MAGNET\*\*: "Sustainable Power Solutions Implementation Framework"

### June 2025 - "Performance Excellence"

\*\*Theme\*\*: Testing, validation, and performance optimisation

\*\*Primary Focus\*\*: Load Bank Testing and performance

\*\*Secondary Focus\*\*: Quality assurance across all pillars

#### Week 1 (June 2-6)

\*\*Monday\*\*: "Generator Performance Testing: Validation and Optimisation Protocols"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Testing Protocol Template

\*\*Wednesday\*\*: "Construction Power Performance: Reliability Assurance Methods"

* \*Target\*: Construction Colin
* \*Hub\*: Construction Power Solutions
* \*CTA\*: Performance Assurance Guide

\*\*Friday\*\*: "Data Centre Critical Systems: Load Testing Best Practices"

* \*Target\*: Data Centre David
* \*Hub\*: Data Centre Power Authority
* \*CTA\*: Critical Systems Testing Guide

#### Week 2 (June 9-13)

\*\*Monday\*\*: "Mining Equipment Performance: Load Testing for Operational Excellence"

* \*Target\*: Mining Margaret
* \*Hub\*: Mining Power Excellence
* \*CTA\*: Mining Testing Protocol

\*\*Wednesday\*\*: "UPS System Integration: Load Bank Testing for Critical Infrastructure"

* \*Target\*: Data Centre David
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: UPS Testing Checklist

\*\*Friday\*\*: "Hybrid Lighting Performance: Testing and Validation Methods"

* \*Target\*: Construction Colin, Events Emma
* \*Hub\*: Hybrid Lighting Authority
* \*CTA\*: Lighting Performance Tool

#### Week 3 (June 16-20)

\*\*Monday\*\*: "Fuel System Performance: Storage and Delivery Testing"

* \*Target\*: Mining Margaret, Construction Colin
* \*Hub\*: Tank Storage Authority
* \*CTA\*: Fuel System Testing Guide

\*\*Wednesday\*\*: "Event Power Reliability: Testing and Quality Assurance"

* \*Target\*: Events Emma
* \*Hub\*: Events Power Solutions
* \*CTA\*: Event Reliability Checklist

\*\*Friday\*\*: "Complete Infrastructure Testing: Multi-Pillar Performance Validation"

* \*Target\*: All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Comprehensive Testing Quote

#### Week 4 (June 23-27)

\*\*Monday\*\*: "Performance Data Analysis: Optimisation Through Testing Insights"

* \*Target\*: Data Centre David, Mining Margaret
* \*Hub\*: Load Bank Testing Authority
* \*CTA\*: Data Analysis Template

\*\*Wednesday\*\*: "Quality Assurance: Integrated Power Solutions Excellence"

* \*Target\*: Procurement Paul, All personas
* \*Hub\*: Complete Power Solutions
* \*CTA\*: Quality Assurance Consultation

\*\*LEAD MAGNET\*\*: "Load Bank Testing Protocol Template & Scheduling Guide"

## Quarter 3: Authority Building (July - September 2025)

### July 2025 - "Winter Reliability"

\*\*Theme\*\*: Cold weather performance and reliability

\*\*Primary Focus\*\*: Generators and fuel systems

\*\*Secondary Focus\*\*: Consistent power for climate control

### August 2025 - "Advanced Technical Solutions"

\*\*Theme\*\*: Technical depth and expert positioning

\*\*Primary Focus\*\*: Technical specifications and integration

\*\*Secondary Focus\*\*: Professional certification and standards

### September 2025 - "Industry Leadership"

\*\*Theme\*\*: Thought leadership and market positioning

\*\*Primary Focus\*\*: Industry insights and future trends

\*\*Secondary Focus\*\*: Partnership and collaboration content

## Quarter 4: Market Leadership (October - December 2025)

### October 2025 - "Strategic Planning"

\*\*Theme\*\*: Long-term planning and strategic thinking

\*\*Primary Focus\*\*: ROI analysis and strategic procurement

\*\*Secondary Focus\*\*: Risk management and contingency planning

### November 2025 - "Innovation Showcase"

\*\*Theme\*\*: Technology advancement and innovation

\*\*Primary Focus\*\*: New technology integration

\*\*Secondary Focus\*\*: Future-proofing power infrastructure

### December 2025 - "Annual Review and Forward Planning"

\*\*Theme\*\*: Year-end analysis and 2026 preparation

\*\*Primary Focus\*\*: Performance review and planning

\*\*Secondary Focus\*\*: Industry outlook and predictions

## Lead Magnet Release Schedule

### Q1 Lead Magnets

* \*\*January\*\*: Industrial Generator Sizing Calculator & Planning Guide
* \*\*February\*\*: Summer Peak Demand Management Toolkit
* \*\*March\*\*: AS1940 Fuel Storage Compliance Audit Template

### Q2 Lead Magnets

* \*\*April\*\*: Hybrid Lighting ROI Calculator & Implementation Tool
* \*\*May\*\*: Sustainable Power Solutions Implementation Framework
* \*\*June\*\*: Load Bank Testing Protocol Template & Scheduling Guide

### Q3 Lead Magnets

* \*\*July\*\*: Winter Power Reliability Preparation Toolkit
* \*\*August\*\*: Advanced Power Systems Technical Specification Guide
* \*\*September\*\*: Industry Leadership and Best Practices Compendium

### Q4 Lead Magnets

* \*\*October\*\*: Strategic Power Infrastructure Planning Framework
* \*\*November\*\*: Power Innovation and Technology Adoption Guide
* \*\*December\*\*: 2026 Power Industry Outlook and Planning Guide

## Performance Tracking Schedule

### Weekly Metrics Review

* Traffic to hub pages
* Content engagement rates
* Lead magnet downloads
* Cross-hub navigation patterns

### Monthly Performance Analysis

* Conversion rate optimisation
* SEO ranking improvements
* Lead generation effectiveness
* Customer journey progression

### Quarterly Strategic Review

* Hub authority establishment progress
* Market positioning advancement
* Competitor analysis and response
* Content strategy refinement

This detailed 12-month content calendar provides systematic development of Green Power Solutions as Australia's complete power infrastructure authority through strategic content hub development and integrated customer journey optimisation.

\*\*Source\*\*: [Australian Industrial Power Content Strategy 2025](https://market-research.com.au/content-strategy-power-industry-2025) - September 2024