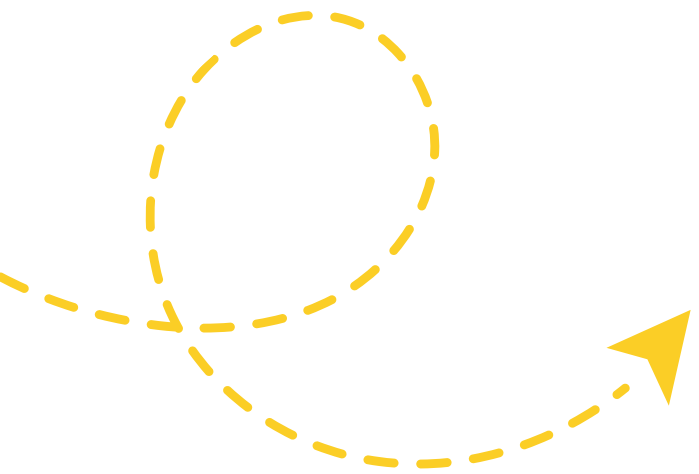
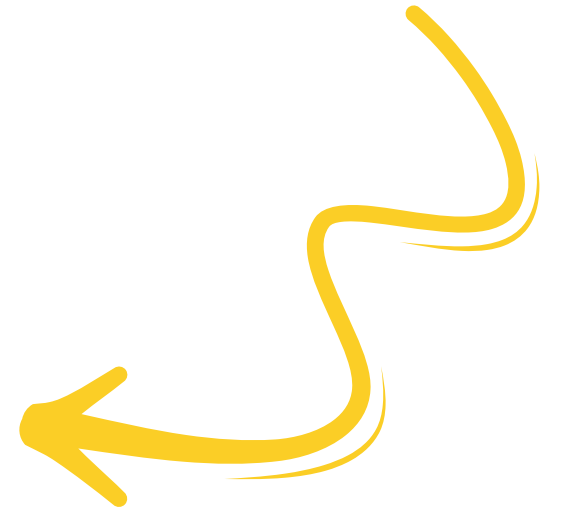


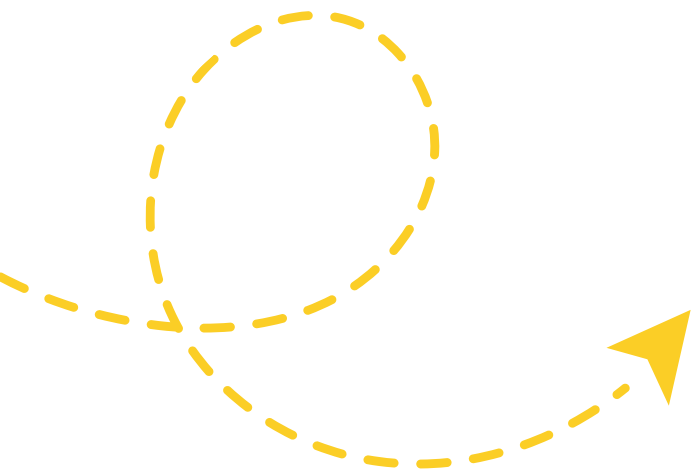
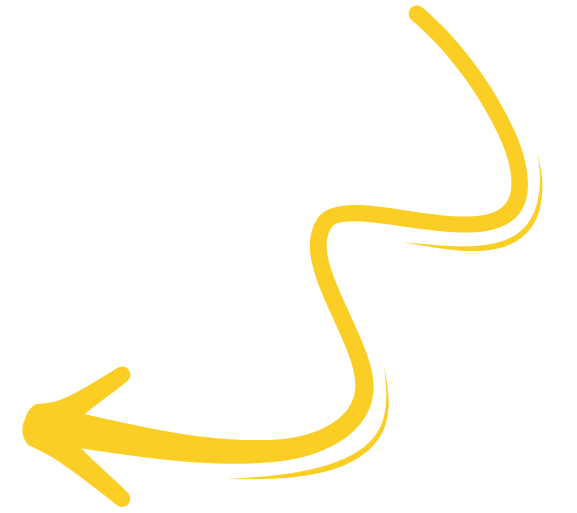
CONTENT CREATION & PLANNING- IG



CONTENT CREATION & PLANNING

CONTENT IDEATION

CONTENT PLANNING & EDITORIAL
CALENDAR



CONTENT IDEATION & CREATION



1. BRAINSTORMING CONTENT IDEAS

- A. KEYWORD RESEARCH
- B. COMPETITOR ANALYSIS
- C. CUSTOMER FEEDBACK
/CLIENTS/AUDIENCE
- D. TRENDING TOPICS



2. TYPES OF CONTENT

A.BLOG POSTS(WEBSITES)

B.VIDEOS(REELS)-

IG,DESCRIPTION,HASHTAGS

C.INFOGRAPHICS- AARTDESK



3. WRITING COMPELLING HEADLINES AND COPY

BE SPECIFIC- EARN 20000

USE NUMBERS

CREATE URGENCY

INCLUDE KEYWORDS

ADDRESS PAIN POINTS

CALL-TO-ACTION (CTA)



CONTENT PLANNING & EDITORIAL CALENDAR



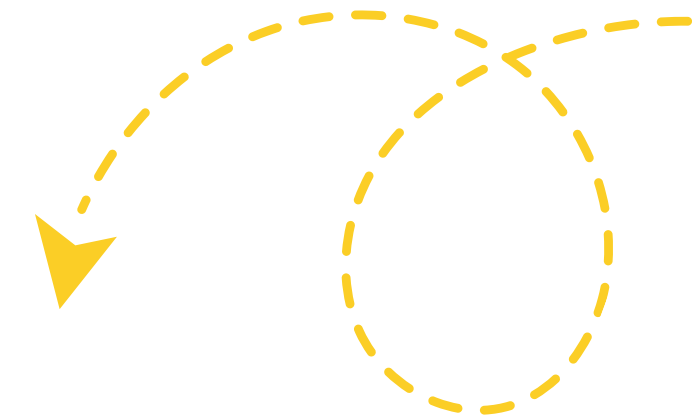
1. INTRODUCTION TO EDITORIAL CALENDARS

A. CONSISTENCY- AFTER 1 WEEK
3 REELS, 5 IG STORIES, 2 FESTIVAL
POST
IG ALGORITHM WILL HATE YOU

B. ALIGNMENT WITH GOALS

C. EFFICIENT RESOURCE ALLOCATION





SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
				ASK A QUESTION	FUN FACT	INSPIRING QUOTE
				Select and share a question from the "Questions" tab	Share a fun fact with your audience	Select and share an inspiring quote from the "Quotes" tab
4	5	6	7	8	9	10
ASK A QUESTION	INTERNATIONAL CHARITY DAY	FUN FACT	PROMOTE YOURSELF	INTERNATIONAL LITERACY DAY	INSPIRING QUOTE	ASK A QUESTION
Select and share a question from the "Questions" tab	#CharityDay	Share a fun fact with your audience	Share a customer testimonial or case study	#LiteracyDay	Select and share an inspiring quote from the "Quotes" tab	Select and share a question from the "Questions" tab
11	12	13	14	15	16	17
PATRIOT DAY	PROMOTE YOURSELF	INSPIRING QUOTE	FUN FACT	ASK A QUESTION	INSPIRING QUOTE	FUN FACT
#PatriotDay	Share a recent article or video that you have published	Select and share an inspiring quote from the "Quotes" tab	Share a fun fact with your audience	Select and share a question from the "Questions" tab	Select and share an inspiring quote from the "Quotes" tab	Share a fun fact with your audience
18	19	20	21	22	23	24
INTERNATIONAL EQUAL PAY DAY	ASK A QUESTION	FUN FACT	INTERNATIONAL DAY OF PEACE	1st DAY OF FALL	INTERNATIONAL DAY OF SIGN LANGUAGES	ASK A QUESTION
#EqualPayDay	Select and share a question from the "Questions" tab	Share a fun fact with your audience	#GivePeaceChance	#FirstDayOfFall	#SignLanguageDay	Select and share a question from the "Questions" tab
25	26	27	28	29	30	
INSPIRING QUOTE	PROMOTE YOURSELF	WORLD TOURISM DAY	INSPIRING QUOTE	NATIONAL COFFEE DAY	ASK A QUESTION	
Select and share an inspiring quote from the "Quotes" tab	What has your business recently achieved	#WorldTourismDay	Select and share an inspiring quote from the "Quotes" tab	#NationalCoffeeDay	Select and share a question from the "Questions" tab	

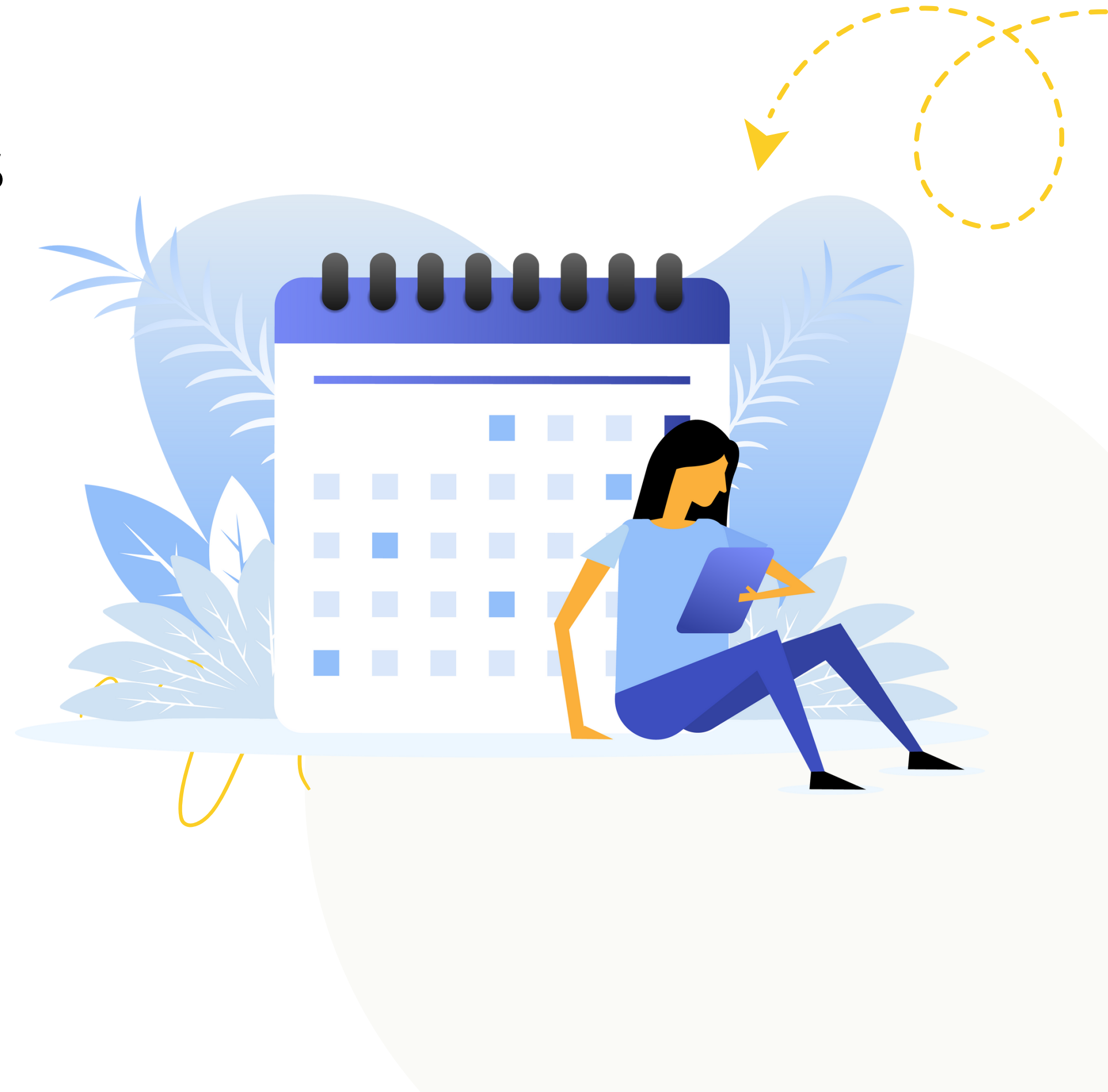
2.PLANNING CONTENT SCHEDULES

A.CHOOSE PLATFORMS-

B2B(LINKEDIN)

B2C (IG,FB,YOUTUBE)

B.CREATE A CONTENT CALENDAR



3.BALANCING EVERGREEN AND TIMELY CONTENT

70% EVERGREEN (YOGA POSES)
30 % RECREATE SOMETHING WHICH IS
TRENDING

- A.EXAMPLE FOR EVERGREEN
- B.EXAMPLE FOR TRENDING
- C. PERFECT BALANCE

