

Creating A Content Calendar



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What is a Content Calendar

- A content calendar is a management tool used to organize the publication of your content. The calendar helps you track what needs to be published, where, and when.

Uses for a Content Calendar

- Blog Posts
- Premium Content
- Email Marketing
- Social Media Posts

Why use a Content Calendar

- Content Marketing Strategy
- Traffic Growth is Intentional
- Creates Consistency
- Support your Team
- Your Audience Will Love It

Microsoft Publisher interface showing a calendar for September 2012. The calendar is a table with columns for days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and rows for dates. The title "September 2012" is centered above the table.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5 CC Blog	6	7	8
9	10 Resumes	11 Resumes	12	13	14	15
16	17 Resumes	18 Career Fair	19 Career Fair	20 On campus interviews	21 Interviewing	22
23	24 Interviewing	25 On-site interviews	26 Promote Optimal Interview	27	28	29
30						

What Should My Content Calendar Look Like?

- Personalize it
- Accessible and editable by members of the team
- Yearly
- Monthly
- Weekly

Blog Posts

- Set out Topics or Titles
- Focus on Keywords
- What buyer persona are you targeting
- Are these readers ready to buy or just looking for education?

Premium Content

- Outlining your quarterly piece of content
- Create due dates and launch dates
- Giving direction to future campaigns

Email Marketing

- Weekly marketing email
 - Sales Email
 - Monthly Newsletter
 - Marketing email (promotion or offer)
 - Promotion of content (blogs/ premium)

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Social Media Posts

- Broken down by social media platform
- Keep consistency
- Promote your content on social
 - Create more links to your site
 - Create more traffic to your site

Recap

- Create a Content Calendar to maintain organization, consistency, and management of your content creation
- Use your content calendar to schedule weekly, monthly, or yearly
- You can use your content calendar for blog posts, premium content, email marketing, and social media