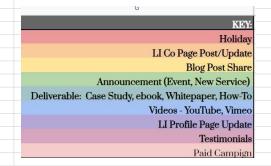


Monthly Planning Calendar

Three Steps to Set Up Monthly Planning Calendar

- 1. Below, you'll see an example of types of content or campaigns you might coordinate around. Feel free to change this key depending on the types of content you tend to promote.
- 2. Fill in dates and details to each day of the week on your calendar
- 3. The Monthly Planning Calendar tab can even be copied over 12 times and made into a calendar for each month of the year. "Insert Month + Year," which you should replace with the particular month and year you're planning for.



The Content Repository tab of this spreadsheet will help you keep track of the content you have in your arsenal that can be promoted.

Updates & Posts include Personal Page, Company Pages and Groups to consider.

March, 2020

KEY: Holiday LI Co Page Post/Update Blog Post Share

Announcement (Event, New Service)

Deliverable: Case Study, ebook, Whitepaper, How-To

Videos - YouTube, Vimeo

LI Profile Page Update

Testimonials
Paid Campign

						Paid
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	LLO. B. v. B. et/lle detec	III O - D D	LLO. D D Ul. d. d.	II O - D D t/II - d - t -	LLOs Barra Bradilla data	
	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CONDAT	MONDAT	IOLOBAI	WEDNESDAT	Morobai	TRIBAT	SATSREAT
	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	5 16	17	18	19	20	
	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2						
_	-					
	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
2	9 30	31				
	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	LI Co Page Post/Update	

Placement in Buyer Journey	Examples
Top - Awareness	Articles
Top - Awareness	Case Studies
Top-Funnel - Awareness	Toolkit/Resource List
Mid-Funnel, Consideration	Workshop
Mid-Funnel, Consideration	Webinar
Mid-Funnel, Consideration	Video Training
Bottom-Funnel- Decision	Trial
Bottom-Funnel- Decision	Assessment

CONTENT TYPE	PERSONA	POSITION IN FUNNEL (Top, Middle, Bottom)	CONTENT OR TITLE	LOCATION PRE-POST	DATE POSTED	FINAL LINK	IMAGE
Testimonials							
Testimonials							
Testimonials							
redunidud							
Testimonials							
Testimonials							
Testimonials							
resumoniais							
LI Co Page Update Promotional							
LI Co Page Undate	e						
LI Co Page Update Promotional							
III On Donne Hall II							
LI Co Page Update Promotional							

CONTENT TYPE	PERSONA	POSITION IN FUNNEL (Top, Middle, Bottom)	CONTENT OR TITLE	LOCATION PRE-POST	DATE POSTED	FINAL LINK	IMAGE
LI Co Page Update: Promotional							
LI Co Page Update: Promotional							
LI Co Page Update: Value Snippets							
LI Co Page Update: Value Snippets							
LI Co Page Update: Value Snippets							
LI Co Page Update: Value Snippets							
LI Co Page Update: Problems							
LI Co Page Update: Problems							
LI Co Page Update: Problems							
LI Co Page Update: Problems							
LI Co Page Update: Problems							
LI Co Page Update: Goals							
LI Co Page Update: Goals							
LI Co Page Update: Goals							

CONTENT TYPE	PERSONA	POSITION IN FUNNEL (Top, Middle, Bottom)	CONTENT OR TITLE	LOCATION PRE-POST	DATE POSTED	FINAL LINK	IMAGE
LI Co Page Update: Goals							
Goals							
LI Co Page Update: Goals							
Goals							
Deliverable: Case							
Study, ebook, Whitepaper, How-To							
Deliverelle Core							
Deliverable: Case Study, ebook, Whitepaper, How-To							
Whitepaper, How-To							
Deliverable: Case							
Study, ebook, Whitepaper, How-To							
vvnitepaper, How-10							
Deliverable: Case							
Deliverable: Case Study, ebook, Whitepaper, How-To							
Deliverable, Cose							
Deliverable: Case Study, ebook, Whitepaper, How-To							
Whitepaper, How-To							
Announcement (Event, New Service)							
Promotional							
Promotional							
Promotional							
						1	I

CONTENT TYPE PERSONA POSITION IN FUNNEL (Top., Mindis, Bottom) CONTENT OR TITLE COCATION PRE-POST OATE POSTED FINAL LINK MAGE FINAL LINK MAGE	

CONTENT TYPE	PERSONA	POSITION IN FUNNEL (Top, Middle, Bottom)	CONTENT OR TITLE	LOCATION PRE-POST	DATE POSTED	FINAL LINK	IMAGE

DAY	DATE	TIME	TITLE	GROUP MESSAGE/DISCUSSION	POST UPDATE COMPANY PAGE	POST PERSONAL PAGE	LINK	CAMPAIGN	IMAGE
MONDAY									
TUESDAY									
WEDNESDAY									
WEDNESDAT									
THURSDAY									
FRIDAY			T						
_									
SATURDAY									
GATOKDAT									
SUNDAY									

Role type	Mechanical Engineer	СМО	Chief Supply Chain Officer	
Job titles				
Typical role demographics				
Typical age/gender/ed ucation				
Stage				
Values				
Role goals and measures				
Top problems standing between them and achieving their goals				
Persona based solution messaging				
Testimonial quotes				