



[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.

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 Campaign

[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

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Videos - YouTube, Vimeo

LI Profile Page Update

Testimonials

Paid Campaign

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	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
	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
15	16	17	18	19	20	21
	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
22	23	24	25	26	27	28
	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
29	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							
Testimonials							
Testimonials							
Testimonials							
LI Co Page Update: Promotional							
LI Co Page Update: Promotional							
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							

[illegible]

[illegible]

[illegible]

[illegible]

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