

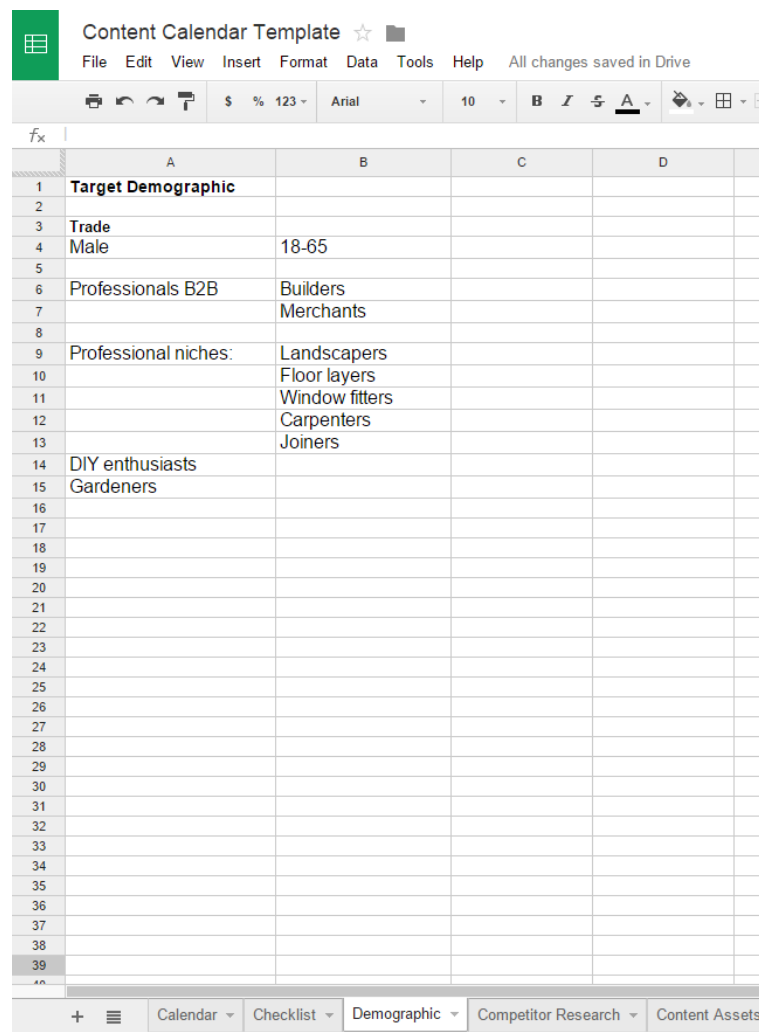
This is a snapshot of the first month of a content calendar. As you can see on the left hand side there is a list of all the strands you can use in your marketing campaign. Once you have

a basic template you can then fill in the details. So you need to decide a budget for content creation and also what time you have available if you choose to do it all in-house.

In month one you may choose to produce a PDF, four blogs (one each week) and two piece of outreach. You could also choose to note your social media and AdWords activities here so you have an instant overview of what is being spent where.

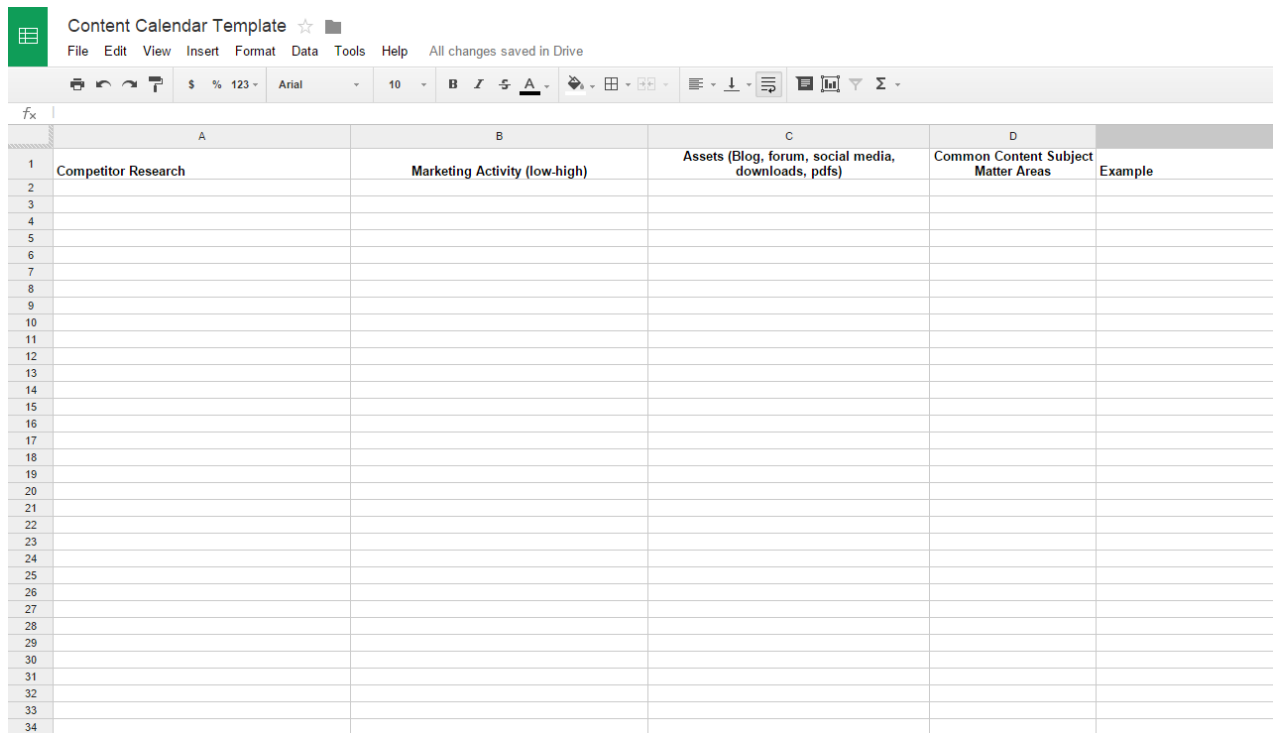
The way we approach this is very simple because your overview needs to be nice and straightforward. You want to be able to look at each month and know what work is involved, who is doing what, and what costs have to be factored in, all in one glance.

I input the title of blogs, PDFs and infographics being produced. I then turn the box yellow to say it is being created. Once the asset has been created, and crucially once it has been uploaded to the blog or syndicated to external sites, I turn that box green. That way I know what has been done, what needs doing and what is in the process of being completed.



	A	B	C	D
1	<b>Target Demographic</b>			
2				
3	<b>Trade</b>			
4	Male	18-65		
5				
6	Professionals B2B	Builders		
7		Merchants		
8				
9	Professional niches:	Landscapers		
10		Floor layers		
11		Window fitters		
12		Carpenters		
13		Joiners		
14	DIY enthusiasts			
15	Gardeners			
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				

The screen shot very simply shows the demographic of a typical client in the ecommerce construction industry. It outlines the age range of clients, details the professional niches they can target, and audiences they know who already actively use their site. This serves as a reminder that the content they create needs to constantly involve, consider and target these people directly.



	A	B	C	D	
	Competitor Research	Marketing Activity (low-high)	Assets (Blog, forum, social media, downloads, pdfs)	Common Content Subject Matter Areas	Example
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					

The above page is where I store competitor research. It contains a column for the competitor website address I am analysing, followed by a simple grade for the marketing activity (low-high), then a column where assets can be listed. What I mean by assets is anything they have produced that can be we can produce better. So if you spot something good that you would like to re-create then store it here. Then I have a column that picks out any common themes in their content. So, if they regularly write blog posts on timber (following the construction theme through) then this would be highlighted here. I can then either choose to steer around that subject or tackle it head on with larger pieces of strong content to rival that of my competitors. The last column is where is slot in links to posts that I enjoyed reading or caught my eye. It is a really handy tab for when you have come up blank for content ideas – your competitor’s activity can often spark a few ideas for your own content creation.

Content Calendar Template ☆			
File Edit View Insert Format Data Tools Help All changes saved in Drive			
<div> <span>\$ % 123</span> <span>Arial</span> <span>10</span> <span><b>B</b></span> <span><i>I</i></span> <span><u>U</u></span> <span><u>A</u></span> </div>			
f <sub>x</sub>			
	B	C	
1			
2			
3	<b>Themes</b>	<b>Specific Blog Titles</b>	<b>Strong Competitor/trending titles</b>
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			

The final tab is actually the one I use the most. This is where I store all my ideas for content. So I list the themes that I could potentially write about. Then I list all the blog titles that I come up with around those themes. The final column pulls through any great competitor pieces that I do not want to forget about when I am planning the client's content. This page is where all of your brain storming and research comes together. It is the list that informs the content calendar overview. You come to this page when you want to cherry pick out a blog on 'building a treehouse' leading up to the school holidays, or a piece on 'revitalising your lawn for Summer' in the lead up to March/April time when readers are starting to think about preparing their garden for seasonal use/entertaining.

When used in unison the content calendar is a very powerful tool and it will put you ahead of your competition. This is where your content marketing becomes organised and factors in your demographic, your competitors, your financial budget and the time you have got to spend on it. If there is one thing you take away from this course it should be the content calendar. You will revolutionise the consistency and impact of your marketing within the first month of implementing one.