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CONTENT MARKETING TEMPLATE

Get Organised

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Stay ahead of the competition

Keep track of timelines

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LAST UPDATED OCTOBER 2017

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So, I'm guessing that you've downloaded this content calendar because you want to be more efficient and keep a track of the content you're producing for your business?

That's really cool and thank you!

Having your ideas put down on sticky notes or notepad on your desktop or your computer table is never going to work.

That's why I devised this content calendar to help you get organised.

Even though the columns will be the same for the people that download this content calendar, each person and each company will use it differently depending on their needs and their requirements.

Cheers,

Des

Marketing Director XenMedia Marketing

This is just an outline of the elements you can have on your content calendar but feel free to edit this and add your own columns.

Goal – Before you start sitting down to write a piece of content you need a goal. What is the reason you are writing this content and what do you hope to achieve from it? Do you want to increase traffic? Do you want to collect the leads?

Category – You need to decide which category you are going to place this piece of content. Is it going to be specifically for your own blog, website or are you publishing directly to social media?

Author – If you are one-person band well then this is simple just placed your name in the correct cell named author. however, if you are a team then you need to put the chief content writer as the author in the cell. Depending on how large your team is you can even have multiple names within the cell.

Type – What type of content are you creating will it be a to be an infographic, an eBook or even white paper?

Topic – what is this piece of contents going to be about. For example, this PDF that you're reading now falls under content and in the right cell named topic will be named as content.

Headline – What will be the name of your piece of content? Take the time to think seriously what this headline will be and don't rush this part.

This is probably one of the most important decisions you make regarding the look and feel of your content.

Here are a few articles that could help you create and great headline:

https://goinswriter.com/catchy-headlines/

https://www.quicksprout.com/the-definitive-guide-to-copywriting-chapter-3/

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Audience – Who will this content to be aimed at? You will need to [create a buyer persona](#) if you haven't done already. This is one of the first things you do before you start writing content. It will set the tone and the general feel of the content you're about to create.

Keyword – Which search engine optimised keyword (SEO) are you targeting and what would you like to rank for?

Don't forget, with the increase in the amount of voice searches going on you may have to choose a [long tail keyword](#).

CTA – Are you going to include a call-to-action (CTA)? If "yes", what type of call to action are you going to apply will this be at the beginning in the middle or at the end of your content?

Are you using this call to action on other parts of your website and if so where is the location?

Instead of producing new lead magnets or lead content you can simply use ones that have been used before.

Are you collecting leads? if so, you need to build landing pages and you will also need to create follow up emails.

Featured Image – Decide what type of featured image you going to use for your piece of content and who is going to produce this for you.

Will this be done in house or is it something you need to outsource? Don't forget you also need to give time for editing and revisions!

Editing Date – Once the content is written it needs to be edited and proof read to check for spelling mistakes, grammar, layout, and readability. You can use a series of plug-ins like [Yoast](#) (if you are using Wordpress) or software like [Grammarly](#) (that checks your spelling and grammar).

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If these tools are not an option, then you will need to outsource the editing of your content.

Try places like:

Upwork

Or last resort

Fiverr

Publishing Channels – The channel is something that can be chosen later down the line when you are finally ready to publicise your content. This is the time to go back to your buy persona and find out where your buyers are viewing your content.

Depending on the niche, there are several different social media platforms they could be on. Again, if you're looking to use this piece of content for lead generation then you need to set up landing pages, thank you pages, confirmed pages and email sequences.

Repurpose – Are you going to be repurposing your content? For example are you going to make slides from an article, produce graphs, infographics, making videos, eBooks, or a podcast from this content?

If so, you need to name them in this column.

Goal Achieved? – have you achieved your goal? this will probably be for larger teams of content marketers where several pieces of content I've been published simultaneously.

Do you need to a/b split test this?

Do you need to check Google Analytics or similar analytics software?

Use this time to evaluate and analyse what works and what can be improved on for next time.

Check out more resources like this one at: DesDreckett.com/resources

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