



How to create a realistic Marketing Plan Course

Accelerate your growth with a
content plan you'll actually
use

Create Your Editorial Calendar



- Use an editorial calendar to organise implementation
- A three-month calendar with everything you need to know
- Refer to it each day



- Get ideas for creating your calendar
- Tailor it to your own tastes



Brainstorming Content Ideas

- Create unique content consistently
- Make a massive list for ideas
- Add to it to keep lots of ideas stocked



- Repurpose old content
 - Take another angle
 - Expand
 - Contract
 - Reformat



- Your unique strengths
 - Areas where you have unique insight



- Topics relevant to your product or service
 - Think of topics that are directly related



- Topics relevant to your audience
 - Generate ideas directly from questions and conversations



- Follow your competitors
 - Watch what they're sharing to get ideas



- Watch your metrics
 - Monitor things closely to see what performs best



- Create a storyline
 - Think of the order in which your audience will consume it



Planning a Piece of Content

- Planning helps ensure consistent quality
- Create a checklist for each piece



Content Checklist



- Can you find enough information on the topic?
- Is your topic of interest to your audience?
- Is it relevant to your business?
- Does the content help to direct your audience to the next appropriate step?
- Is the content in line with your content goals and priorities?
- Is it timely?
- Do you have the skills and resources to create it?



The Elements of Your Editorial Calendar

- Some elements should be at the top
- Goal
 - Your business goal that the plan aligns with
- Product, Service or Topic
 - What you're promoting/building expertise upon
- Content type
 - The types of content you'll create





- Pieces of content can lead to other content
- If it's part of a series, make sure this is clear
- If they like a piece of content, consider expanding on it



- Your calendar should be flexible
- Be willing to adjust when necessary



- For one-time content, create action plans
- Use a project management system for best results



Exercise

1. Based on your content marketing plan, start brainstorming ideas for the content you decided to create
2. Look at the content you already have in each of your four core areas and identify what can be used or repurposed to answer some of the specific questions.
3. Based on the plan you committed to, fill in the editorial calendar spreadsheet for your first three months of content.





What's Next?

Module 6

**Planning for future
growth**