



# How to Use Content Calendars to Win the Content Game

Webinar | October 7, 2020



# Before we start:

- Please mute yourself (either on your phone or via computer audio)
- Please turn your camera off
- Use the chat feature for questions; I will address them near the end of today's webinar

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# Overview

Today's webinar will focus on:

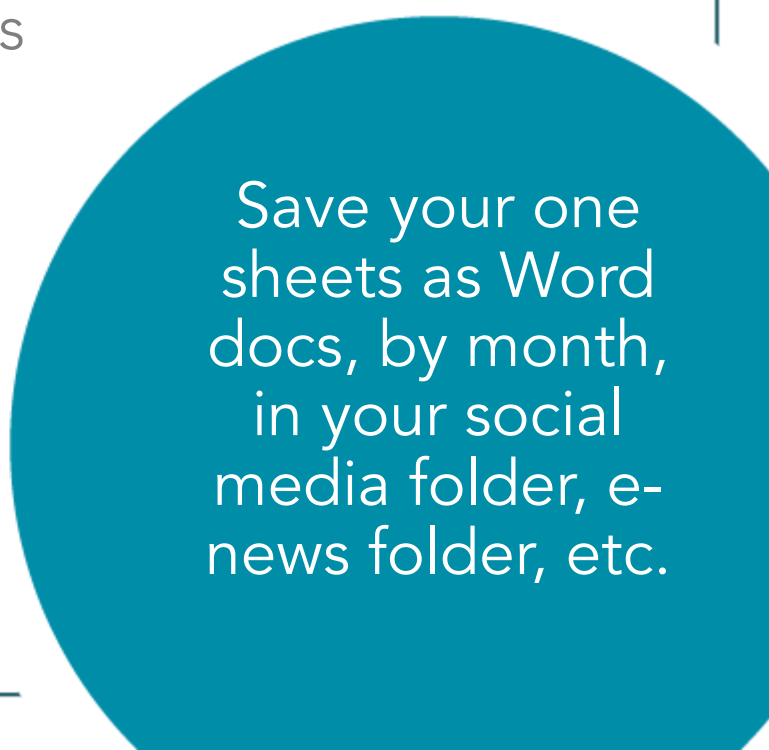
- How to use one sheets to organize and maintain content ideas
- Content calendar templates for: blog, email and social media
- Source lists, references and competition tracking
- Third-party resources and tools to assist
- Demonstration of filling in a 'live' content calendar

# One sheets

Plan by month

# Use one sheets to...

- List key holidays or observances
- Track speaking engagement, events, company promos
- Remember blog posts or other campaigns going live
- Compile ideas from your team



Save your one sheets as Word docs, by month, in your social media folder, e-news folder, etc.

# Sample

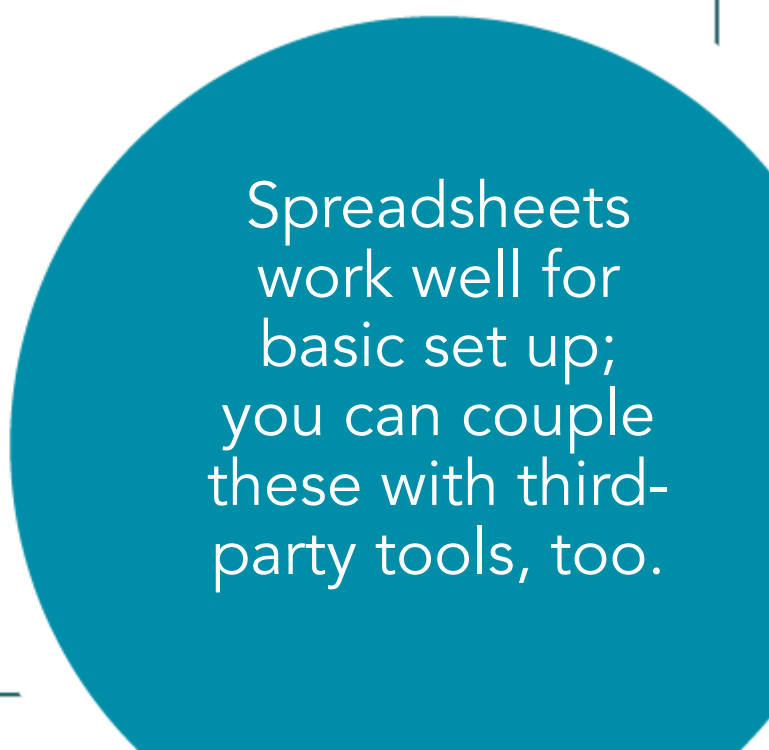
# Content calendar templates

Blog, email marketing and social media



# Use content calendars to...

- Plan content ahead of time
- Track scheduled posts
- Highlight tags, hashtags or mentions
- Visualize your content cadence and themes



Spreadsheets  
work well for  
basic set up;  
you can couple  
these with third-  
party tools, too.

Blog Calendar									
August 2020									
Go-Live Date	Working Post Title	SEO Title/slug	Synopsis	Content Category	Keywords	Meta Description (50 - 160 characters)	Image	Due Date	Status

# Email Sample Calendar

# Social Media Sample Calendar

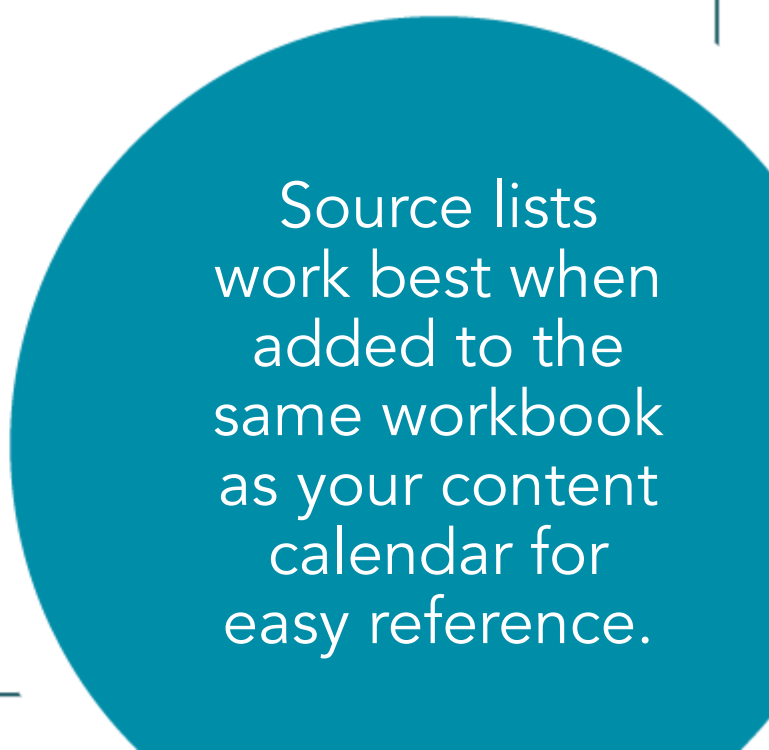


# Source lists

Compile resources, track competitor channels, gain insight

# Source list set-up

- General sources and info
- Competition
- Memberships, board members, key accounts
- Partners/sponsors
- Current customers/clients (or former)



Source lists  
work best when  
added to the  
same workbook  
as your content  
calendar for  
easy reference.

# Source List Examples

# Additional tools



# My top tools for content planning

- SproutSocial
- Asana
- Google Analytics
- Facebook Business Manager
- Stock photo sites
  - 123RF
  - Pexels
  - Pixaby
- Adobe Create Suite (alternatively: Canva)
- Emojipedia ([emojipedia.org](https://emojipedia.org))

Create content keeping keywords  
and pain points in mind.

# Think about intent

Search intent matters. Create content that resonates with *why* your target audience is searching for those phrases or keywords.

## 4 common search intents (as defined by SEMRush):

- Informational (i.e. "What will the temperature be today?")
- Navigational (looking for a particular website or app)
- Commercial (user hasn't decided to buy, but is vetting choices)
- Transactional (decision to buy, i.e. "buy groceries online")

# Now what?

Social media content calendar example

# Don't set it and forget it

Content calendars are great resources; they're also living documents

- Un-schedule/reschedule content as needed
- Move content around based on current events, company need
- Monitor in real-time/daily and RESPOND

**Save the Date!**

November 4

"Marketing ROI:  
Gauging Success  
to Plan for the Year  
Ahead"

# Questions?

# Let's connect!

Melissa Harrison  
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## Free resources

- [alleecreative.com/ebooks-and-templates](https://alleecreative.com/ebooks-and-templates)
- [alleecreative.com/blog](https://alleecreative.com/blog)

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# Thank you!

