



Creating A Content Calendar

3 Step Guide

Full article:

<http://www.marketingforowners.com/3-steps-creating-content-calendar-timing-can-important-content/>

1

Look Inside

- **Look at the last two years of website traffic**
 - When are your huge bumps in customer traffic?
 - When is your peak season in terms of sales?
- **Map out peak seasons on your calendar**
 - Publish content that promotes those particular products or services a week ahead of time
- **Ensure that your content focuses on how your reader will benefit from the product or service**
 - Mention why people should buy from you versus a competitor
- **Product launches**
 - Are you launching a new product or updating an existing product or service?
 - Product launches are a great excuse to talk to your customer about what you have to offer
 - Use this as a content opportunity to plan your content around it
- **Look at your sale schedule**
 - Mention your sales and discount offers in your content too
 - Post about it before, during and when you're one day away from closing the sale down
 - Quick, fun, "FYI" posts work the best here

2

Google Trends

- Use Google Trends to identify trends in your industry
 - **Identify peaks in searches** related to your market
 - Identify **any patterns such as monthly or seasonal surges**



3

Spy, Spy, Spy!

- **List your potential competitors for content**
 - List of any and all sites that publish content that would potentially **appeal to your customers**. Include any:
 - **Big box stores** who sell what you sell, or who sell tangentially relevant products or services
 - **Bloggers** who write about your industry
 - **Online magazines, newsletters...** *anyone* who talks about stuff your customers care about
- **Monitor their blogs and social media work**
 - Look for content tips and ideas
 - What seems to resonate when with readers?
 - Look for increases in likes, in Tweets, in repins, etc.
 - Try to **determine when certain content seems to get more attention** than other times
- **You'll see trends emerge:** It will soon become obvious when you should be creating and publishing content about certain topics, and when you should hold off.