Creating A Content Calendar

3 Step Guide

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

Look Inside

1. 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?

2. Map out peak seasons on your calendar
   - Publish content that promotes those particular products or services a week ahead of time

3. 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

4. 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

5. 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

Google Trends

6. 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
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.