

# CONTENT PLANNING CHART

MONTH: \_\_\_\_\_

| Week   | #1 _____ | #2 _____ | #3 _____ |
|--------|----------|----------|----------|
| Week 1 |          |          |          |
| Week 2 |          |          |          |
| Week 3 |          |          |          |
| Week 4 |          |          |          |

Educate, Entertain, Solve a Problem

Content Types: BTS (Behind the Scenes), Community/Connection Building, Benefits/Problem You Solve, Trends

Other Questions to Consider:

Are there any holidays that relate to my business?

Are there any local events that I can include in my marketing?

Does the season we are currently in have an impact on my marketing messaging?