



Photo: Canva

As I take stock of where I want my business to go and how I plan to get there, it often think about content development and lead generation for my brand.

The Process

In order to keep focused on this goal and to avoid distractions, I take an hour and:

1. Step away from my desk with a pad a paper (yep...those old-school tools);
2. Write down all the content ideas I want to be found for over the next 12 months;
3. Research top hashtags using Hashtagify.me;
4. Examine my website analytics for the top search terms people use to find my brand organically;
5. Think about the media format for my content, e.g., video, blog, downloadable, checklist, infographic, etc.
6. Create a 12-month calendar.

What's the secret?

The secret is to keep the list very simple.

It's something I look at often to help keep me focused; so, it needs to be clear and easy to understand.

I also share the calendar with my team so they know what I plan to focus on each month. I post it on a shared, cloud-based tool so we can reference it whenever needed.

The Best-Kept Social Media Calendar Secrets Yet

What's it look like?

Here is a sample of what the plan looks like. Pretty simple, right?

Penheel Social Media Calendar Themes		
2020 Jan	Feb	Mar
Theme: Social Media Best Practices for 2020	Adding Chatbots to Your Marketing Strategy	Effective Email Marketing for 2020
Keyword: Social Media Best Practices	Chatbot marketing	Email Marketing
Hashtags: #SocialMedia #SMM #SocialMediaTips	#DigitalMarketing #ChatbotTrends #AI	#EmailMarketing #DigitalMarketing #Business
Media: Blog, video	Blog, Checklist	Blog, Samples
2020 Apr	May	June
Theme: SEO In the new Decade	Social Media Strategy	Content Development Best Practices
Keyword: Seo for small business	Social Media Strategy	Content Development Strategy
Hashtags: #SEOTips #SEOChecklist #SocialMediaSEO	#SocialMedia #SMM #SocialMediaTips	#ContentDevelopment #DigitalMarketing #MarketingTips
Media: Tip list, blog, downloadable	Downloadable, webinar, blogs, book promo	Downloadable, blog, checklist
2020 July	Aug	Sept
Theme: AI in Marketing	UX Design Tips	Video Social Media Marketing
Keyword: ai and machine learning in digital marketing	UX Design best practices	how to add video to your social media marketing
Hashtags: #AI #DigitalMarketing #ArtificialIntelligence	#UXDesign #WebsiteDesign #UserExperience	#SocialMedia #SMM #VideoTips
Media: Samples, case study, webinar, blog	Video, downloadable checklist, blog	Blog, video, tip sheet download
2020 Oct	Nov	Dec
Theme: Search Engine Marketing	Year in Review - Best Practices	2021 Marketing Tips
Keyword: best practices search engine marketing	marketing best practices	Marketing tips for 2021
Hashtags: #SEM #DigitalMarketing #AdWords	#DigitalMarketing #MarketingBestPractices #MarketingTips	#MarketingTips #DigitalMarketing #SMM
Media: Infographic, samples, video, blog	Blog	Plan template downloadable, blog, video
Hashtags	#SEM #DigitalMarketing #AdWords #MarketingBestPractices #MarketingTips #SMM #AI #ArtificialIntelligence #SocialMedia #SocialMediaTips #EmailMarketing #Business #ChatBotTrends #SEOTips #SEOChecklist #SocialMediaSEO #UXDesign #WebsiteDesign #UserExperience #VideoTips #ContentDevelopment	

The hardest part is the execution. Try to make this list something you can actually accomplish. The more overwhelming it is, the more likely you'll stop executing the plan.

Secret #2: Re-purpose

Create the content once and then re-purpose it. For example, write the blog post, then use it for your video script, or take the bullet points from it to create a checklist or infographic.

Secret #3: Get Help

Reach out to your team for help. If you don't have a team, work with freelancers or subcontractors to help you accomplish your goal. For example, if you're not a writer or graphic designer (ahem...we are!), work with those who specialize in that service.

Secret #4: Measure

Track and measure the success for each month's topic. You can do that with your website analytics by tracking content page views, new/returning visitors, downloads, video views/play, and more.

Here are some additional resources to help you build content easily and effectively.

The Best-Kept Social Media Calendar Secrets Yet

- [How to Create Great Content](#)
- [8 Easy Content Development Ideas for Small Business Owners](#)
- [Are My Content Development Efforts Paying Off?](#)