

How To Plan A Marketing Calendar *That Actually Works*

So here's everything you need to know on how to plan a marketing calendar that really works. Here's a five point summary of the bare bones that will help you plan a minimum viable marketing calendar.

1. Turn Your Content Marketing Strategy Into Real Content You'll Create

How do you keep track of your audiences needs?

How can you create content that starts small but could evolve into something more?

To-Do:

- ☐ *Brainstorm every questions your audience has about your niche. From there strategize the bet forms of content to use to answer their questions.*

2. Loop In Your Team And Plan Your Marketing Calendar

How do you decide who should be involved in your editorial process?

To-Do:

- ☐ *Narrow down the roles you need to create the different content types you explored in step #1.*
- ☐ *Brainstorm who'll help you complete those projects (you're looking for names here).*
- ☐ *Get everyone on the same page to understand about how much content you can publish in a normal week.*
- ☐ *Find a marketing calendar tool that helps with project management, communication, and workflow that everyone will use.*

3. Define Your Topic Themes

What topics can you plan to turn into content for your networks?

To-Do:

- ☐ *Find the main themes from your list of customer questions in step #1. Define their biggest challenges, the areas of opportunity in your industry, and how you make the most money.*
- ☐ *Choose themes to flesh out your marketing calendar. You may want to plan a month ahead, a quarter, or the entire year. It's whatever works for you. Personally, I'd choose weekly themes to repeat over the course of months to have tangible data as evidence to plan more content around a theme or less. This way, you'd avoid planning lots of content around a theme for an entire month without knowing if that theme is a dud.*
- ☐ *Plan those themes on your marketing calendar for your entire team to see. Remember, themes aren't content, but direct the content that will be created.*

4. Prioritize Your Marketing Projects

How can you make your content marketing generate more sales?

To-Do:

- ☐ *For each theme, brainstorm content you could create for that topic. Don't limit yourself at first: When you think of an idea, write it down quickly and move to the next.*
- ☐ *For those content ideas, use Marcus' algorithm to rank them with good, better, best: 1 means inbound, 3 means looking to buy. Use your best judgement to rank these just to get started.*
- ☐ *Sift through the content ideas for every theme. Sort them according to 3, 2, 1, and add them on your calendar according to priority.*

5. Plan Your Content On Your Marketing Calendar

How do you plan pieces of content to target specific keywords to better appeal to your audience?

Make sure to Track things such as date, topic, author, owner, current status, and channels where your content will be published.

When you're ready to plan all of your content, give CoSchedule a try- it's your all-in-one marketing calendar.



Consider the cycles of content you might need to cover this year, such as advertising campaigns, events holidays, and product launches.

JAN	FEB	MAR	APRIL
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

