

CONTENT MARKETING GUIDE

*The Media Shop Collective
Content Experience*



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MEDIA SHOP
COLLECTIVE

CONTENT MARKETING GUIDE

This guide will help you determine what content to create for marketing purposes!

PART 1: PREP WORK

1. What are your main business goals?
2. Who are your ideal clients/customers and what actions do they need to take for you to reach your goals? (For example, book a consult, purchase a package, visit your store.)
3. How can you create an ideal environment that will encourage your ideal client to take that action? What do they need to know? How can you help them feel comfortable & confident in taking that action?
4. What content type of content will help to develop that ideal environment? List your ideas:
5. Where can you reach your ideal clients/customers? What social platforms are they currently using?



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PART 2 : PLATFORMS

Based on your prep work, determine which platforms to post to and how often.
Brainstorm some regular post ideas that you can use again and again.

Platform 1:

Posting Schedule:

Post Ideas:

Platform 2:

Posting Schedule:

Post Ideas:

Platform 3:

Posting Schedule:

Post Ideas:

Platform 4:

Posting Schedule:

Post Ideas:

We recommend a maximum of 4 platforms with 4-5 posts per week.

Platforms include:

- Blog
- Instagram & Instagram Stories
- Facebook
- Twitter
- Linked In
- Pinterest
- YouTube



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PART 3: YEARLY CALENDAR

Use this page to brainstorm any content ideas that are tied to specific times of year. For example, your busy times, holidays and events, special promotions you want to have, etc.

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER



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PART 4: MONTHLY CALENDAR

Use the monthly calendar to start plotting out your content ideas.
Make note of the content title or idea and what platform it will be posted to.
Pay attention to any holidays so that you can plan around those.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



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PART 5: WEEKLY PLANNER

In the weekly planner you plan your content with more detail.

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
PLATFORM 1					
PLATFORM 2					
PLATFORM 3					
PLATFORM 4					



BONUS TIPS

BATCH YOUR CONTENT

You'll save a lot of time by creating several pieces of content at once that you can then schedule throughout the month, rather than trying to create each post separately right before you post it. You'll also end up with a more cohesive brand voice and content that's actually based on strategy!

REPURPOSE CONTENT

Don't reinvent the wheel! Save time by repurposing your content. Start with your largest piece of content (such as a blog post or video) then break it down into multiple bite-sized pieces to use on social media.

KNOW YOUR PLATFORM

Get to know the social platforms where your ideal customers hang out. Use the platform and engage with other users on it. What type of posts stand out? Pay attention to standard practices and general etiquette as well.

USE PHOTOS

Photos capture people's attention and enhance engagement on social media. If you don't have branded photos, use stock photos that match your brand style.

USE GRAPHICS

Infographics and quote graphics are also great ways to capture people's attention and share information in a visual way.

KEEP YOUR GOALS IN MIND

Always have a purpose for every piece of content you create. Think of your goals, what your ideal customers need to know, and how to increase the KNOW, LIKE, TRUST factor of your business!

KEEP IT SIMPLE

Marketing content should be simple and straightforward. Save the detailed information for when



C O N T E N T M A R K E T I N G G U I D E

If you have any questions, please reach out! We're here to help.

When you've completed your content guide, please e-mail us your documents, or scan (or take a picture of each page with your phone) and send to:

erin@mediashopcollective.com

