



## 3 KEY STEPS TO DEVELOPING A CONTENT CALENDAR THAT WORKS

### PREP



**DECIDE HOW MUCH CONTENT** you can reasonably create in three months. Consider your budget, time, team, and internal support.

**COLLECT & READ OVER** your personas, brand mission statement, etc. (if you have them).

**ASK** customer-facing teams what questions they hear most from customers.

**DOWNLOAD** media kits and content calendars from industry trades, pubs you plan to pitch/place content in, or magazines your audience reads.

### STUDY



**AUDIT YOUR CONTENT** to see what customer/prospect questions you haven't yet addressed with your content and what assets you can repurpose.

**READ YOUR TARGET PUBS** + their media kits and editorial calendars to find opportunities for placing/pitching content and to get insights into their readers' (your audience's!) biggest challenges.

**RESEARCH YOUR COMPETITORS' CONTENT** to discover what they're missing and where their content is lacking—so you can improve upon it.

### CREATE



**DEVELOP MONTHLY THEMES** around holidays, product launches, personas, etc.

**WRITE A LIST** of 100 content topics based on your themes, using your previous research to inform the brainstorm. (FAST!)

**SET ASIDE** the best ideas to use, and refine the "just OK" ideas to make them more relevant and useful. (Many of the ideas will be trash. That's OK.)

**SPIN OFF** the final ideas into new asset types (like social posts) and consider ways to repurpose/reoptimize your already-existing assets to fill in any holes.