

# 2021 PLANNER

# Content Planner

ROCK YOUR CONTENT MARKETING  
WITH THIS HANDY PRINTABLE  
PLANNER

## Know your audience

- Review Google Analytics
  - Go to Audience.> Demographics
  - Go to Audience > Interests
- What other websites do they visit?
- What books/magazines do they read?
- What television shows do they watch?

**Write a short bio of  
your ideal reader  
(avatar) here**

## Build your avatar

Name: \_\_\_\_\_

Age: \_\_\_\_\_

–

Gender:

\_\_\_\_\_

Family: \_\_\_\_\_

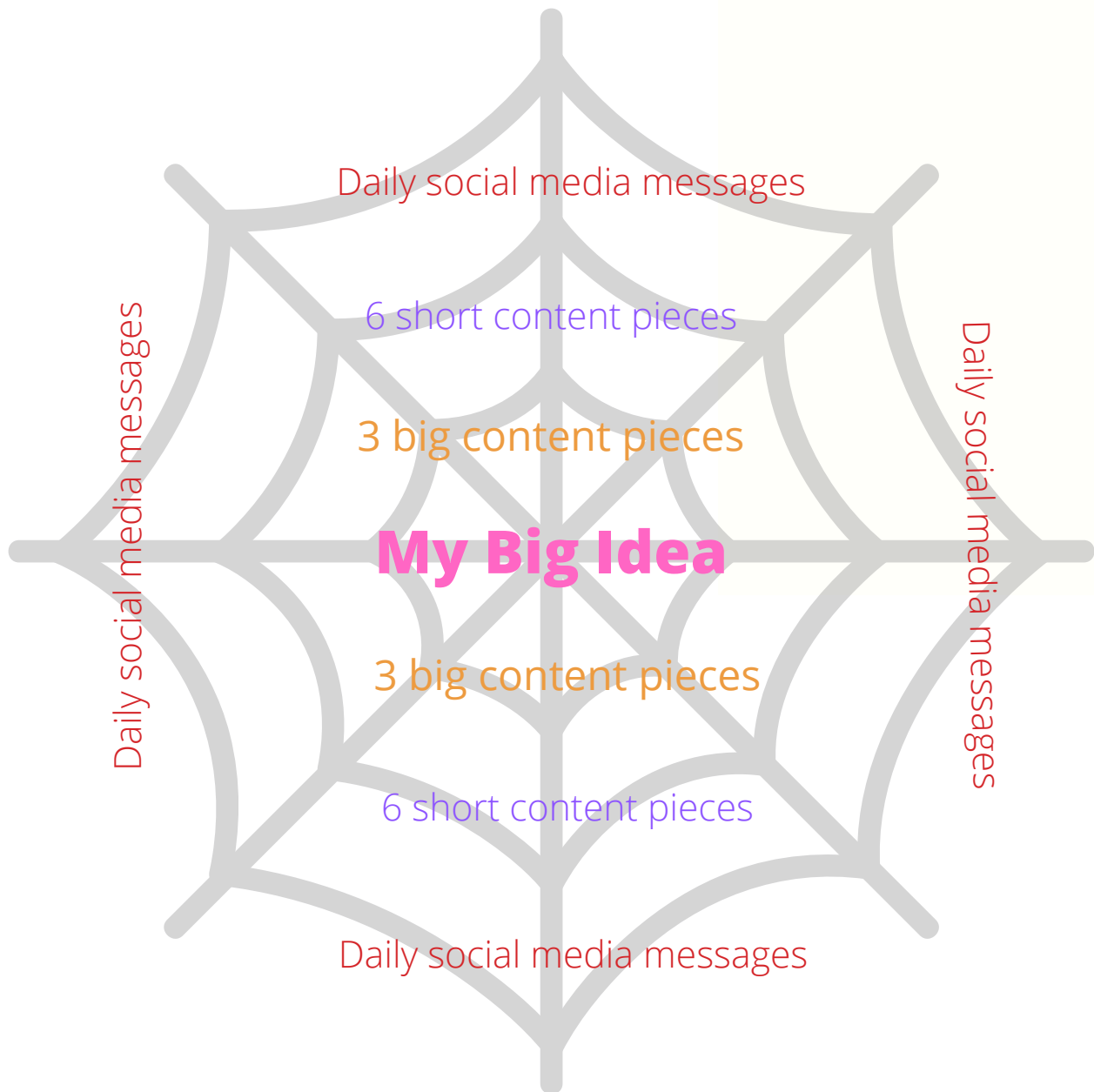
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Hobbies/Interests: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The content marketing multiplier is a simple technique. Grab your best ideas and spin them out into multiple blog posts and social media posts. Make sure they appeal to your avatar (imaginary best customer) and add relevant keywords based on your research. Schedule your blog posts, podcasts, articles, and social media shares. Then DO IT! Write, post, publish and share. Rinse and repeat.





# SOCIAL MEDIA PLAN



**DATE:**

**TODAY'S GOALS:**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**TOP THREE:**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**TASKS:**

■ \_\_\_\_\_

■ \_\_\_\_\_

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■ \_\_\_\_\_

■ \_\_\_\_\_

**SCHEDULE:**

MORNING

AFTERNOON

EVENING

**TOP SOCIAL MEDIA CHANNELS**

\_\_\_\_\_

\_\_\_\_\_

**NOTES:**

\_\_\_\_\_

# BLOGGING SCHEDULE

DATE:

MONDAY	TUESDAY	WEDNESDAY
THURSDAY	FRIDAY	WEEKEND

**THIS WEEK'S GOALS:**




































- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**TOP THREE SEO KEYWORDS:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**BLOG IDEAS:**

# MONTH OF:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						
						
						
						
						

# METRICS

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Get to know the numbers behind your business. Track where you are now, today, then keep track of important metrics (numbers) each month.

**Use the next page to write down each month's metrics and track your progress.** Then, at the end of the year, measure the difference between the start of the year and the end of the year. Notice any trends - is traffic or response better in one month than another? These are facts you can leverage to build your business.

## The Numbers to Know

You can get these from Google Analytics. Be sure to change the date range to track monthly figures (Analytics automatically opens to daily or weekly numbers).

- Overall site visitors
- Time on site
- Bounce rate
- Top 3 pages of my website or blog

You can get these numbers from each of your social media sites and other places.

- Total page Likes or Followers (Facebook, Twitter, Instagram, other platforms)
- Total number of subscribers to your email list
- Total number of subscribers to your direct mail list
- Number of email inquiries
- Number of phone inquiries

# MONTHLY GOALS

YEAR: \_\_\_\_\_

January

February

March

April

May

June

July

August

September

October

November

December



Need some help?



Need help figuring out what to say, who to say it to (your target audience), or how to say it?

Seven Oaks Consulting offers content marketing solutions for health and lifestyle brands.

We offer consulting, coaching, planning, and done-for-you services that make it easy to share your message with others, build your brand, and grow a strong, steady pipeline of interested, happy, engaged customers.

Contact marketing writer Jeanne Grunert at Seven Oaks Consulting today.

Jeanne Grunert

*Award-winning writer and marketing expert*

jeannegrunert@gmail.com

(434) 574-6253

sevenoaksconsulting.com

