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Content Marketing: Plan a Year's Worth of Content in a Week

Lolita Carrico

Content Is King, but How Can a Small Business Keep Up?

- Best practices for social media marketing includes posting at least 3 – 4 times per week across 2 – 3 networks...along with 1 – 2 “stories” daily!
- That’s at least 30 posts a month
- For small businesses that don’t have dedicated social media support, keeping up with this pace can seem impossible.



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Plan, Plan, Plan!

The best way to have consistent content that is relevant and most importantly engages your followers is to **plan it!**

Today, we'll discuss how to:

- Map out content needs well in advance to align with your sales and business goals
- Determine what kind of content to create: videos, blog posts, images?
- Build a content calendar
- Determine distribution channels, KPIs to track, and best practices for optimizing your content strategy.



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Your Annual Content Calendar

First, you'll want to create a content calendar for the year that plans for the most important content:

- Company milestones
- Product launches
- Sales and deals
- Traditional holidays (Christmas, 4th of July)
- Social media-friendly “holidays” (National Dog Day, Chocolate Chip Cookie Day)



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Your Annual Content Calendar

Use a tool or program that your whole team – no matter how big or small – can contribute to.

- Buffer
- Hootsuite

Use the calendar functions on these to plugin dates as much as possible.

MON	TUES	WED	THURS	FRI	SAT	SUN
	1 Pride Month post 	2	3 Member Testimonial TBD	4 Homeownership Month #1 Series on Homeownership Tip #1	5	6
7	8	9	10 Member Testimonial TBD	11 Homeownership Month #2 Series on Homeownership Tip #2	12	13
14	15	16	17 Member Testimonial TBD	18 Homeownership Month #3 Series on Homeownership Tip #3	19	20 #FathersDay Father's Day post
21 FAFSA Deadline Reminder Reminder about upcoming deadline and tips	22 FB Live Reminder With prompt for questions	23 FB Live Homeownership	24 Member Testimonial TBD	25 Homeownership Month #4 Series on Homeownership Tip #4	26	27
28 Insurance Awareness Day Tips to ensure proper coverage	29 FB Live highlights Recap of previous week's live	30 FAFSA Deadline Last post reminding about FAFSA				

**PRIDE MONTH
NATIONAL HOMEOWNERSHIP MONTH**



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Social Media Planning Tools

April 2021 (PDT)

Week Month Today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 10:45am Not only... #waterbanking #FICMA	15:50pm Even though... #waterbanking #FICMA report of L...		12:20pm April is Fin... We'll be going away... Learn more and jo... #financialstrategy...	10:16am Happy 9th... Let's start by comm... What are some ways... #FICMAChallenge #F...		
4 10:16am Happy 9th... Not only do we have... #waterbanking #FIC...	1:18pm Part of our... If you haven't #FIC... #FICMAChallenge #F...				8:30pm Thank 1 of o... Congratulations to ... Allen T. from Arcadia Sharon S. from Anaca... If you haven't join... #waterbanking #FIC...	
11 12:20pm Thank You... One of this week's L... #FICMAChallenge #F...		10:15am Mortgage... Bets could go up a... #FICMA report of L... #waterbanking #FIC...	10:16am What does... Just the physical fit... Your physical health is... Register at https://p... #financialstrategy #F...	8:20pm Mortgage's... Financial Partners is... #FICMA report of L... #waterbanking #FIC...	10:16am Week 4 of... Congratulations to ... Lily E. from Rancho S... Raymond H. from Inve... If you haven't joined... #waterbanking #FIC...	
18 1:18pm Over 40% of... That's why our "Paga... Our six-month mod... #higheducation #F...	1:18pm CU A&A... Financial Partner's... Member advocacy #F... #waterbanking #FIC...	8:40pm Don't forget... Register at https://... #financialstrategy #F...		10:16am Over 1000... Take a look how mu... #financialstrategy...	1:18pm Congratul... David C. from Los A... Gregory T. from Costa... If you haven't joined... #waterbanking #FIC...	
25 1:18pm For the Fin... Join us on Wednesday... #financialstrategy...						
				1:18pm Long time... #waterbanking #FIC...	1:18pm Mortgage L... Financial Partners is... #FICMA report of L... #waterbanking #FIC...	

Tools like Buffer or Hootsuite – and even Canva now offers scheduling functions – allow you to schedule content and visually determine where you have gaps.

Ranging from free to \$99/month, these tools keep you organized and also have AI-driven functions that learn over time and recommend the best days and times to post based on your audience!



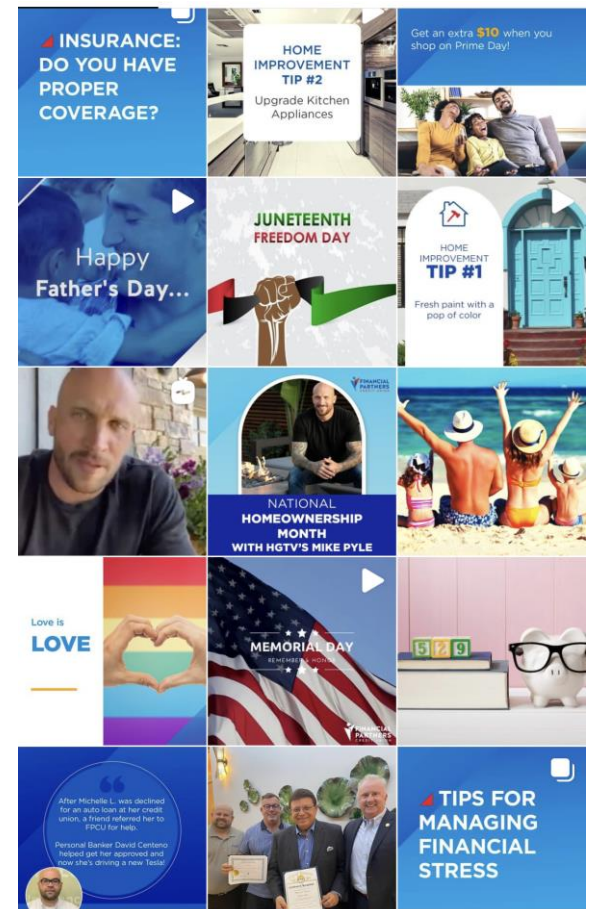
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First Step: Brand Templates

First, work with a graphic designer (or if you like the design process, use a tool like Canva) to create templates.

- 10 – 12 styles that match your brand style that provide variety but are still on-brand. Make sure you create templates that are sized properly for the channels (i.e. Instagram vs Twitter)
- Depending on how experienced you are with software, these can be Photoshop templates or templates that are loaded into an app like Canva.
- The key is to create templates for the types of posts you will focus on – tips, quotes from customers, product features, etc.



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Second Step: What Kind of Content?



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Content Pillars

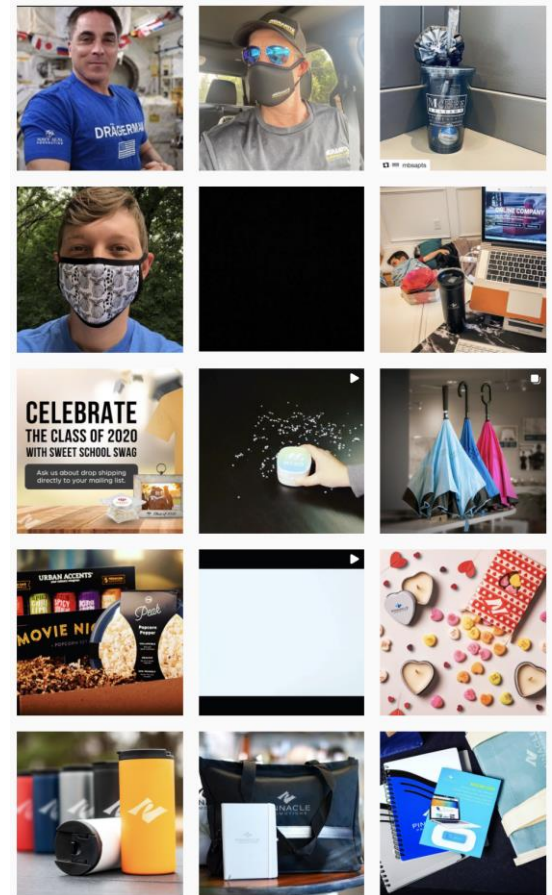
Determine the topics or themes that will be the foundation of your content strategy.

Do you want to focus on:

- ✓ Value?
- ✓ Quality?
- ✓ Expertise?
- ✓ Social good?



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Content Mix

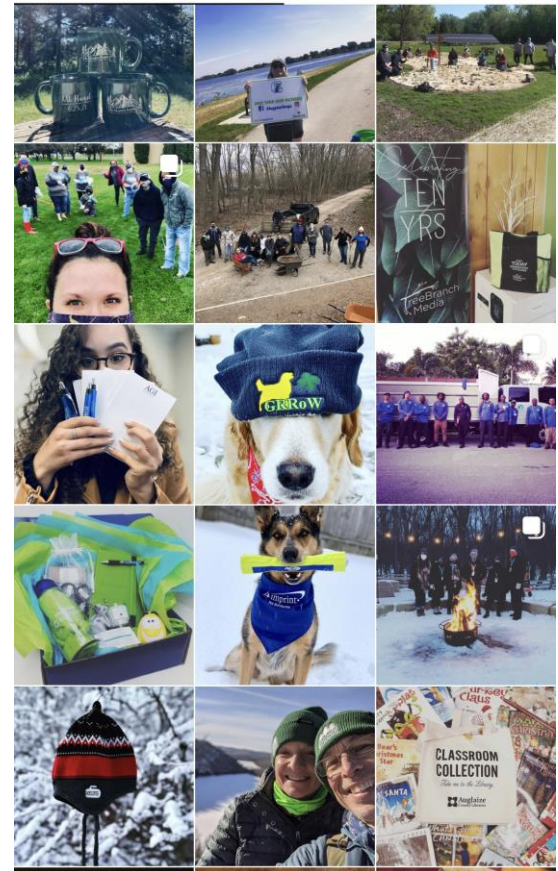
Next, based on budget, time and talent, determine the type of content:

- ✓ Images
- ✓ Videos
- ✓ How-Tos / Tips

Best Practice: Videos are always going to create more engagement. Aim to create 1 – 2 videos a month at a minimum.



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Get the “Easy” Posts Out of the Way

Now, use your templates to knock out the fixed, annual “events”:

- Holidays
- Product launches (these can be placeholders if you don’t have product shots so far in advance)
- Sales
- Industry holidays

Just by getting this out of the way – from design to actually scheduling them in the social media planner – you’ll find you have a lot of content handled!



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Writing Captions: Overcoming Writer's Block

Captions and the post content beyond the graphics can be the biggest challenge for many.

- Planning out in advance helps because you're not pressured at the last
- Focus on content pillars and brand messages that you will use consistently to build brand trust
- Hire a copywriter if necessary

OR....

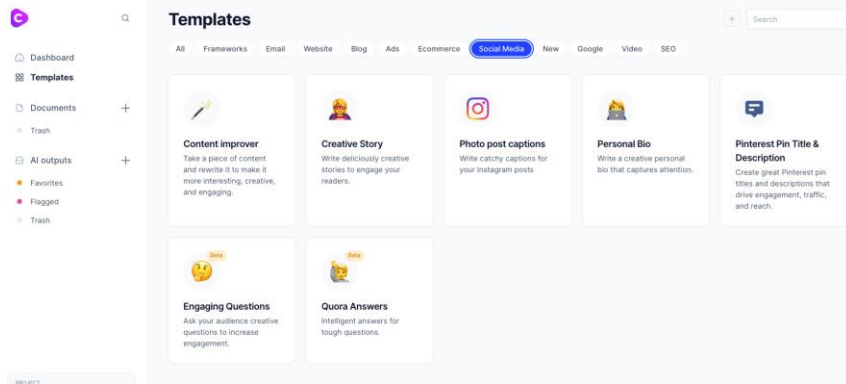


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Writing Captions: The Power of AI

Conversion.AI



Conversion.AI is one of my favorite tools to overcome writer's block and create engaging content.

Simply type in what your post is about, keywords, and the tone of voice, and you'll get plenty of ideas that you can use!

You'll be able to write out short or long-form content for the month or quarter in a few hours!



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Quarterly Reviews

Fine tune the content calendar **quarterly**.

- At the beginning of each quarter, fill in more details as your overall marketing and sales strategy become clearer
- Create content that is timely – based on company objectives like sales goals or events
- Use the same annual planning steps to further fill out content for the quarter



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Monthly Engagement

With most of the broad strokes already handled and because you won't have to focus too much on content creation, take time each month to focus on brand building and engagement:

- Make sure to comment and reply to followers on your posts
- Comment on and share content from clients, industry peers, etc.



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Key Takeaways

1. **Take a top-down approach** – planning out the year and then fine tuning each quarter and then each month
2. **Content that converts** – By planning in advance, you can honor your brand pillars and offer effective content that resonates with followers and grows your brand
3. **Take advantage of technology** – using scheduling software, video editing tools and AI-driven platforms, you can create content and automate so your time is focused on engagement



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Connect with Me:



@lolitacarrico



@lolitacarricoinc



/in/lolitacarrico



hi@lolitacarrico.com

