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# Creating a Content Calendar





For the busy business owner who wants to elevate their online presence and grow their brand, a content calendar is an essential tool. But what goes into a content calendar? How do you format it? And most importantly, how can you use it to make your life easier?

In this guide we'll answer all those questions and more!

[\*\*Get Started\*\*](#)

# What is a content calendar?

A content calendar is a tool used by businesses to organize, plan, and track the content they publish online. Content calendars come in many different forms.

They can be as simple as a Google Sheet, or they can be created in more sophisticated tools like Hootsuite or CoSchedule. Regardless of the format, a content calendar is a key tool for any business owner who wants to create and publish high-quality content on a regular basis.

# Benefits Of Using A Content Calendar

You may feel like a content calendar is just another thing to have to keep up with, but hear us out on this. Many benefits come with using one, a few of which include:

- Provides a roadmap for your content creation.
- Helps you avoid the dreaded "blank page syndrome." When it comes to creating and publishing content, all you'll need to do is follow the plan you set on your calendar.
- Helps you keep track of content ideas.
- Ensures that content is published regularly.
- Creates a system for batching your content creation which saves you valuable time.
- Makes your life easier so you can focus on running your business!



# What do content calendars contain?

Most content calendars include the following information:

- The type of content you plan to create (e.g., blog posts, infographics, videos, etc.)
- The topics you'll cover in each piece of content
- The date or time frame when each piece of content will be published
- Any other relevant details (e.g., who will create the content, what platforms you're publishing to, etc.)

## Let's simplify...

We're all about making the complicated simple. So while you can customize your content calendar to include any details that are important to you, we're going to give you the 5 must-haves.

These are the 5 sections we highly recommend you structure your calendar with, and then you can add additional items as you see fit. But before we even get into that, let's talk about content strategy.

## Content Strategy

Before you can plan or create content, you need to have a content strategy in place. This is a plan for how to use content to achieve your specific business goals such as growing your following, generating leads, and selling more of your products or services.

Having a well-defined strategy helps you create content that is aligned with your brand and audience, and then distribute it across channels in a way that is targeted and effective.

Content strategy is a whole topic within itself and an important enough one that we dedicated an entire guide specifically to it. You can grab that guide and dig more into the topic of content strategy here. [\\*Link to Creating Social Media Strategy PDF\\*](#)

Ok, so now let's get back to the 5 content calendar must-haves:

# 1. CONTENT PILLARS

In the world of content, you may hear the term "content pillars" referred to often. So what does that mean?

Simply put, content pillars are topics that are central to your business. They're the foundation upon which everything else is built. Here are a couple of examples:

Fitness Company Content Pillars:

- Workout routines
- Healthy eating tips
- Advice on staying motivated

Travel Company Content Pillars:

- Destination guides
- Packing tips
- Stories from the road

## How do you choose the right content pillars for your business?

When developing content pillars of your own, there are a few factors to consider:

## **Think about what topics your target audience is interested in.**

What questions are they always asking? What problems do they need help solving? Once you have a good understanding of your audience's needs, you can start to narrow down your content pillar options.

## **Keyword Research**

Keyword research is identifying the terms people are searching for when looking for products or services like yours. This allows you to create content that is more likely to be found by your target audience.

It helps you focus your content on topics that are most relevant to your customers' needs. It also helps you avoid wasting time and resources on topics that no one in your target audience is searching for.

We highly recommend using a tool for keyword research, and one we use ourselves is [KWFinder](#). This tool will help you find keywords in your specific niche that have high search volume and low SEO difficulty, aka golden nugget keywords.

## **Take a look at your competition.**

What kind of content are they producing? What topics do they seem to be neglecting? Identifying gaps in your competitor's content can help you to choose content pillars that will make your business stand out from the crowd.

## Consider what kinds of content you enjoy creating.

If you're not passionate about the topic, it'll be difficult to produce high-quality content on a regular basis.

Generally, it's best to have 3 to 5 content pillars. These are going to be the outline for the content you create each week.

The key to using content pillars effectively is to ensure that they're always included in your content calendar. That way, you can be sure that you're regularly creating well-rounded, valuable content that will resonate with your audience. Not only will this help you attract new readers and followers, but it will also keep your existing audience engaged and coming back for more.



## 2.CONTENT PURPOSE

Every time you create a piece of content, you need to be mindful of what the purpose of that piece of content is. There are 4 primary purpose categories:

### EDUCATE

Value, value, value!

Good content adds value to your audience, and educational content is the best way to do that. When you educate your audience it builds trust and credibility. If you continually provide helpful information, people will begin to view you as an expert in your field and be more likely to buy from you. They'll also be more likely to continue coming back to consume your content because they're getting something useful out of it.



### ENTERTAIN

Why do people continually scroll on the internet?

Because they're craving that little dopamine rush. People want to be entertained! Incorporating entertainment into your content is a great way to stop the scroll and get someone to pay attention to your brand and what you have to say.

People love feel-good content, and they follow and subscribe to brands and people online that leave them feeling better than before.

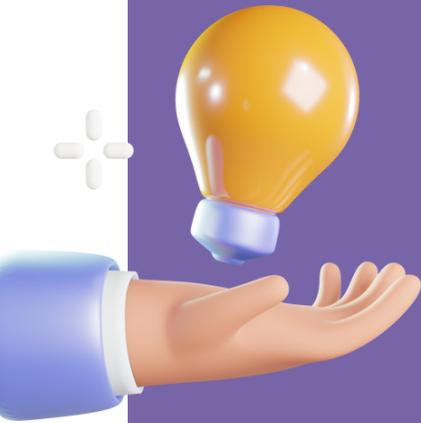
Pro Tip: Combine educational content with entertaining content—let's call it edutaining.



# INSPIRE

Inspiring content is the kind of content that makes people sit up and take notice. It's the stuff that gets them excited, motivated, and makes them want to take action. And it's the type of content that can make a big difference in your business.

If a person feels inspired by a post, they're more likely to share it and remember it. It gets them talking and thinking about your brand. This can help you build a following and create a community around your business.



# PROMOTE

At the end of the day, you're in business to sell something—either a product or a service. So it's essential to incorporate promotional content designed to generate leads or drive sales.

Not every post needs to be promotional. You should have a balance between giving free value to your audience and selling. If you do a good job of providing free value, your audience will be more likely to buy from you when you're promoting. Feel free to spice up your promotional posts with discounts or special offers to encourage people to take action.





## 3. CONTENT TOPIC

The next step is choosing your post topic. This becomes easier to do because you've now selected what content pillar you're focusing on and what the purpose of the content piece is.

Here are content topic examples:

Fitness Company:

- Content Pillar: Healthy Eating
- Purpose: Educate
- Topic: 3 Superfoods You Should Start Incorporating Into Your Diet

Travel Company

- Content Pillar: Packing
- Purpose: Entertain
- Topic: Humorous post about over packing / Provide solution



## 4. CONTENT TYPE

Next, you'll need to decide what type of content you'll be creating for the topic: image post, video (Reel / TikTok / YouTube), blog post, podcast episode, etc.

But how do you know which content type is right?

Here are a few factors to think about:

- The platform you're using: Different content types work better on different platforms. For example, images perform well on Instagram, while TikTok is solely video content. Also, be sure to do your research to find out which platforms your target audience spends the most time on and focus on those platforms.
- The audience you're targeting: Different content types appeal to different audiences. For example, Gen Z might prefer video content, while an older demographic might prefer blog posts. So consider who you're trying to reach before choosing your content type.
- The purpose of your content: Is the purpose of your content piece to entertain? A short video like a Reel or TikTok is an ideal choice. Is the purpose to educate? You may consider creating an infographic or a long-form piece of content like a blog post or longer video.

# 5

## CONTENT POST DATE

The point of a content calendar is knowing what you're going to post and when you're going to post it, so you'll need to select a posting date for each piece of content.

But before you can do that, we recommend setting a posting cadence. A posting cadence is how often you post content—3 days a week, 5 days a week, 7 days a week. How often you post is totally up to you, but remember that the more often you show up online, the more opportunities you have to connect with your audience and expand your brand's reach.

A posting cadence will also help you stick to a consistent schedule. When you show up regularly, your audience learns what to expect from you so they can tune in to your content.

**Pro Tip: Utilize the audience insights and analytics that most online platforms provide to find out what days and times your audience is most active on the platform. You can also test posting on different days and times to analyze when you get the most engagement.**

Okay, so we've given you quite a bit of information to process, which may have you wondering how all of this comes together into a calendar.

Whether you're creating your content calendar in a Google Sheet, on an actual calendar, or using content calendar software—break it down into the 5 sections we've discussed here:

### **PILLAR / PURPOSE / POST TOPIC / POST TYPE / POST DATE**

For each piece of content you create, simply go in order:

- Select your content pillar (out of the 3 to 5 pillars you came up with for your niche)
- Select the purpose of the post (educate, entertain, inspire, promote)
- Choose the topic of the post
- Decide what type of post you'll be creating (image, video, blog, podcast, etc.)
- Select the date for publishing the post



## **CONTENT IDEAS**

Now that you know how to structure your content calendar, it's time for the fun part—creating the content! You may already be cringing at the thought of trying to think up enough content ideas to fill up your calendar. Don't stress though, we've got your back.

We actually dedicated an entire guide to content ideas and included 20 of our favorite ideas that can be used over and over again. Grab your free copy of the guide [here](#)



**And here are some more fun calendar prompts to help you fill up your posting schedule:**

- Q&As (go live or answer FAQs)
- Share a photo of yourself and tell a story
- Offer a freebie (guide, ebook, etc.)
- Work with me: Share what you're working on / sneak peek / behind the scenes
- Quote of the day
- Share a niche-related meme or gif
- Celebrate a win: this can be a win you had or a win one of your customers had by using your product or service.
- Perform product demos
- Share industry news
- Share industry myths
- Share industry related fun facts
- Create contests or challenges



In the world of showing up consistently online, content calendars are a lifesaver. No more excuses for being disorganized or inconsistent! All you have to do is set up your calendar and follow the plan each week.

But if you're really not into the thought of DIY'ing your content and calendar, let us handle it for you. Content strategy, creation, and implementation is what we specialize in here at **B A S Media**.

If you're a small or medium business looking for low-cost, done-for-you marketing services, check out our à la carte BENTO offerings. Simply choose your budget and select the specific services you need.

Let's build your brand together!



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