




A Guide to Content Planning





proc·ess¹

/ˈprə,ses,ˈprō,ses/ 

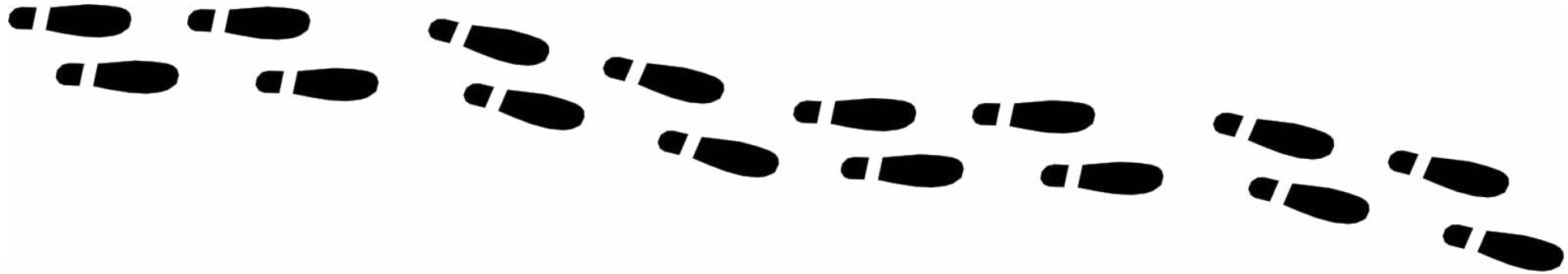
noun

1. a series of actions or steps taken in order to achieve a particular end.

"military operations could jeopardize the peace process"

synonyms: procedure, operation, action, activity, exercise, affair, business, job, task, undertaking, proceeding

"faxing a seventy page document is an expensive process"



CONTENT PLANNING BASICS





TIME TO

SHARE





***BUILD
AN ACTUAL
CALENDAR***

Where do I start?



HAVE A MONTHLY MEETING



Get a Calendar

Step One

www.nationaldaycalendar.com



 APR	 MAY	 JUN
APRIL 2016 ***Current Month***	MAY 2016	JUNE 2016
 JUL	 AUG	 SEP
JULY 2016	AUGUST 2016	SEPTEMBER 2016





**Find out what
National Days are
on your Birthday
by [clicking here!](#)**

What's Your
Birthday?




March 7

- National Dadgum That's Good Day
- National Peanut Butter Lover's Day
- National Fruit Compote Day
- National Horse Protection Day
- National Pig Day
- National Minnesota Day
- Self-Injury Awareness Day
- National Read Across America Day (Dr. Seuss Day) - If on Weekend, Moves to Closest School Day
- National Employee Appreciation Day - First Friday in March
- National Dress in Blue Day - First Friday in March
- National Speech and Debate Education Day - First Friday in March
- National Day of Unplugging - First Friday in March

The K.I.S.S. Content Calendar

The first step in creating your monthly content calendar is the identification of relevant national days. Look for days that “jump off the page” or ones that you can knock out of the park. National Days are typically home run posts and are a great way to seed your content calendar with some early wins!

STEP 1 

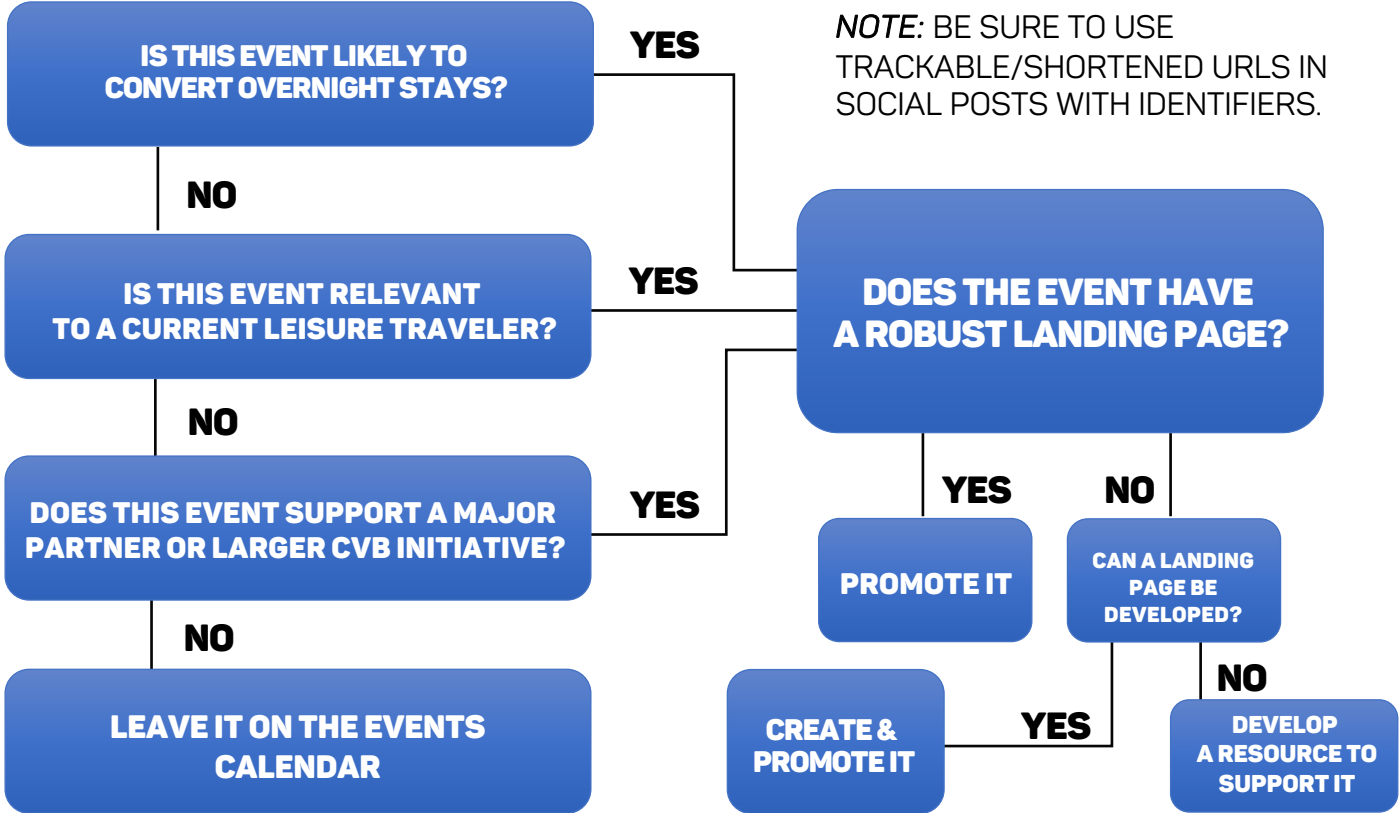
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	NATIONAL DAY #1	9	10	11
12	13	NATIONAL DAY #2	15	16	17	18
NATIONAL DAY #3	20	21	22	23	24	25
26	27	28				

Step Two

ADD EVENTS



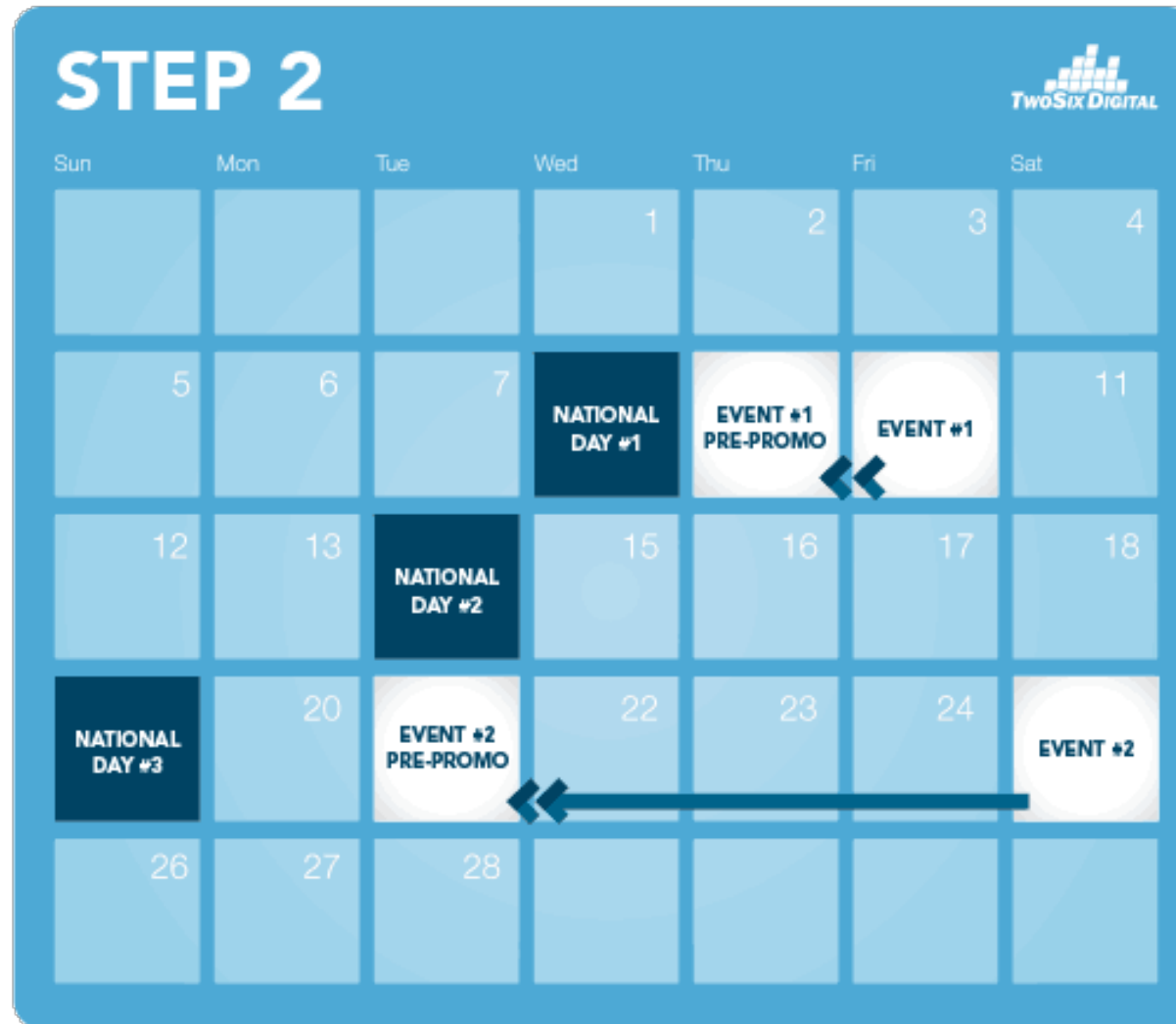
SHOULD WE ADD THIS EVENT TO THE CONTENT CALENDAR?





The K.I.S.S. Content Calendar

The second step is to place leisure events into the calendar. Be sure to look for events that are most likely to convert overnight stays. Be very selective with your choices. You want to promote the area as a destination for travelers, not give off the perception that you are a local community calendar. Pick solid events and you'll pique the attention of potential travelers!



Step Three

DAILY THEMES

Focused
Decision-Making

Well-Rounded
Storytelling

Built-In Engagement



Differentiators





HASH TAG DAY



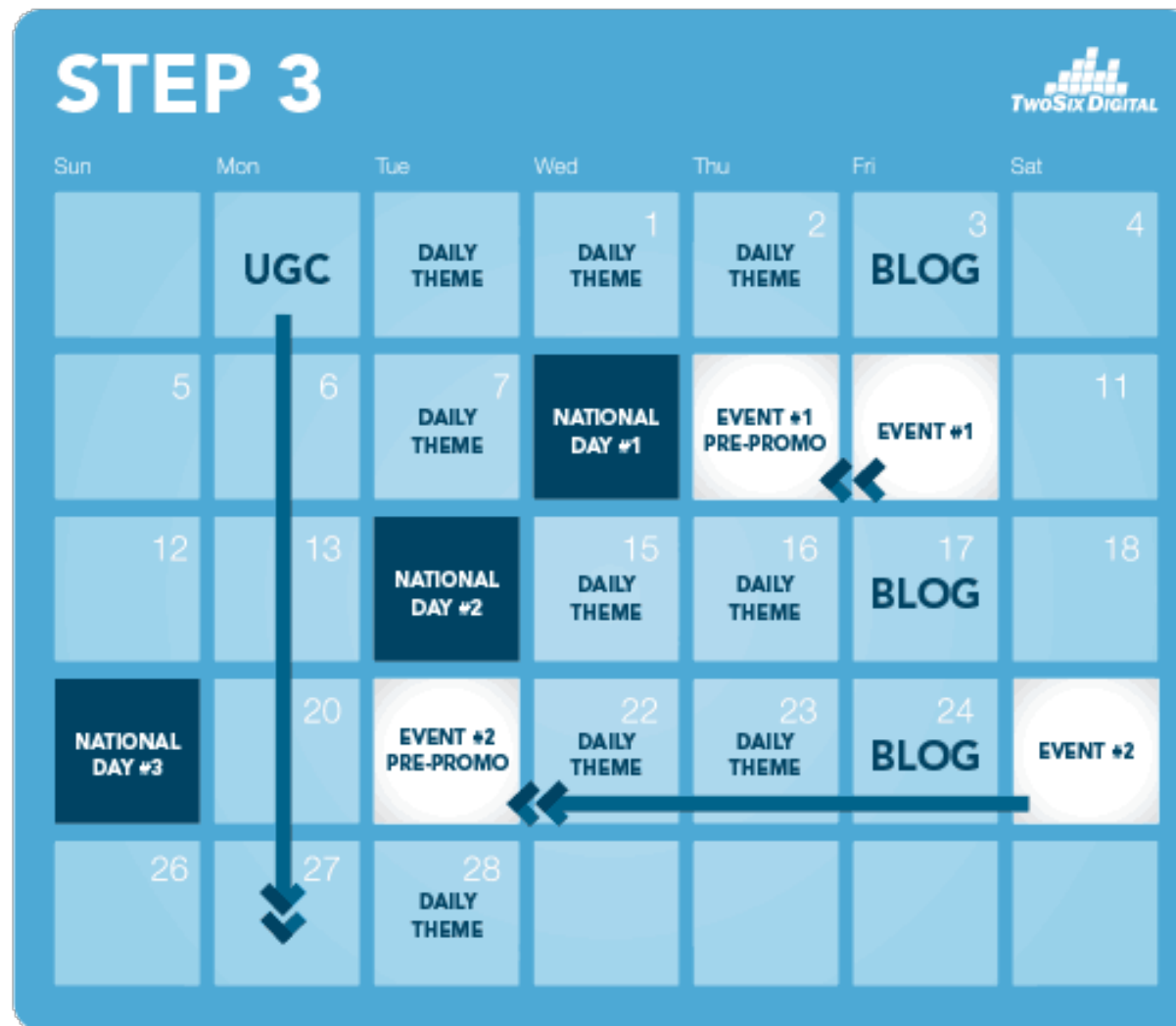
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	BLOG DAY	OUTDOOR REC	HISTORY	BEST KEPT SECRET	CTA

GIVE EACH DAY A THEME AND STICK TO IT

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
UGC +HASHTAG DAY	ATTRACTION	FOODIE	SHOPPING	BLOG DAY	CTA

The K.I.S.S. Content Calendar

Step three is where you literally “fill in the blanks” with the established daily themes. Keep in mind that the daily themes should represent the overall topic for your posts for an entire day, across all of your channels. Establishing these daily themes will help give you clear direction to support your key niches throughout the month.



Step Four

GET REGULAR WITH YOUR BLOGS



AT LEAST
ONCE
PER WEEK





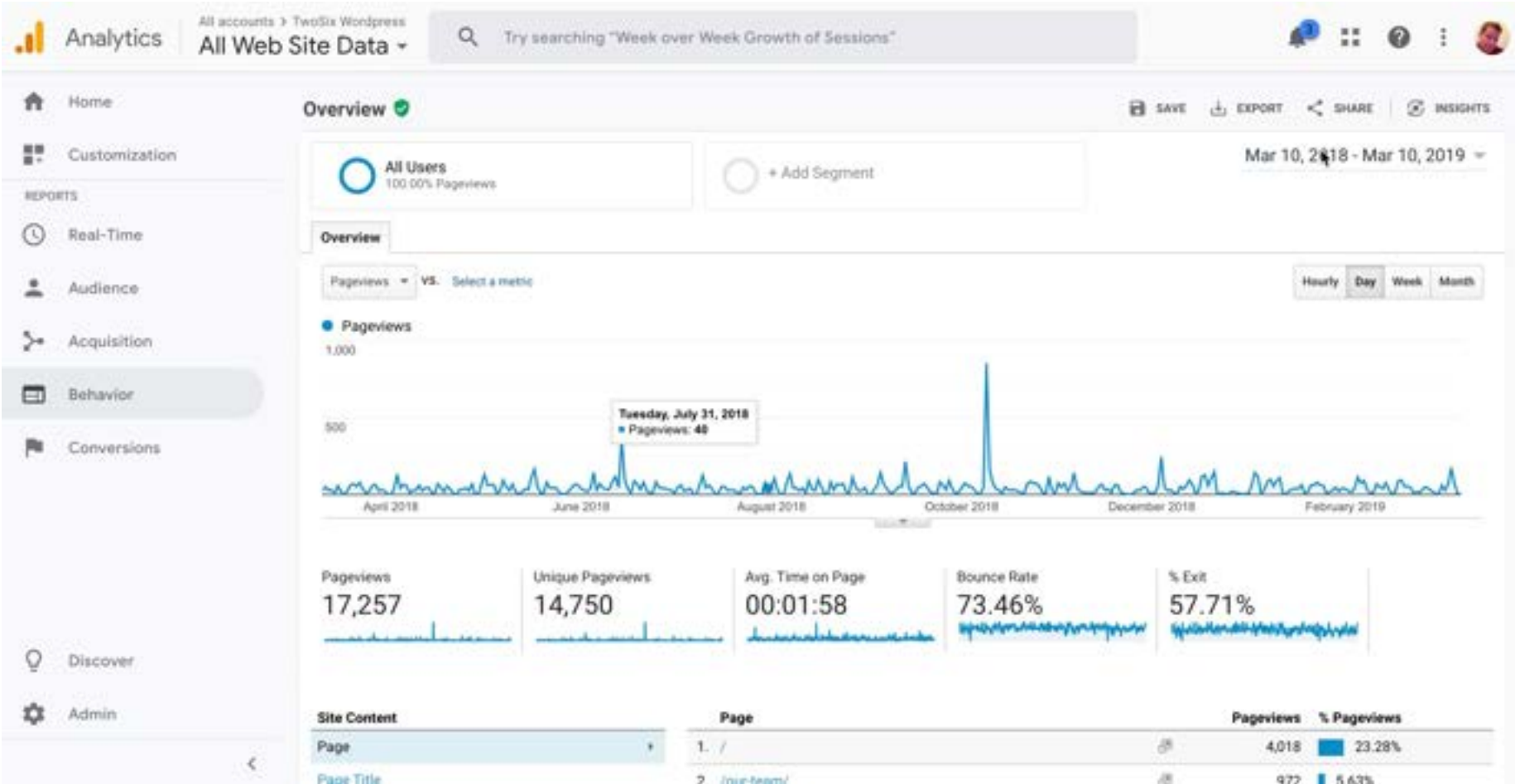
Google Analytics

FREE GOOGLE ANALYTICS WEBINAR



bit.ly/TWOSIXGA

LOOK AT THE HISTORY BLOGS YOU'VE CREATED



GENERALLY:

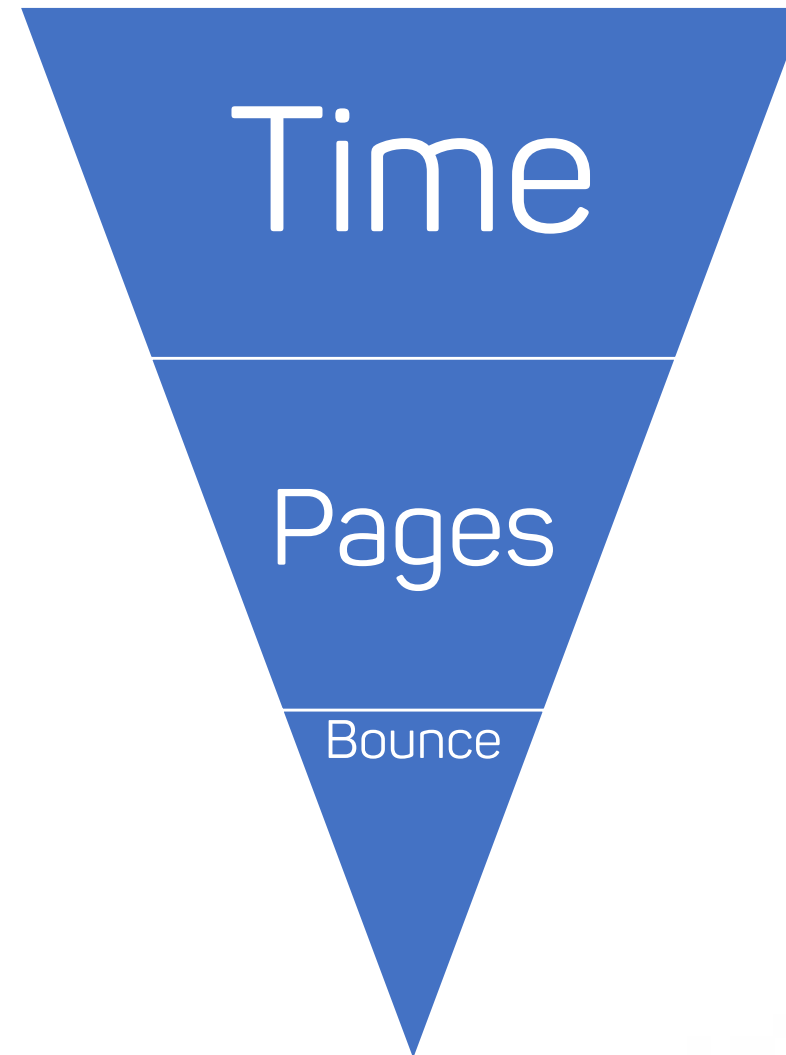
1) Time on Site



2) Pages per Session



3) Bounce Rate



The screenshot shows the Microsoft Excel interface with the **Data** tab selected. The **Sort** dialog box is open, displaying the following configuration:

	Column	Sort On	Order	Color/Icon
Sort by	Avg. Session Duration	Values	Largest to Smallest	
Then by	Pages / Session	Values	Largest to Smallest	
Then by	Bounce Rate	Values	Smallest to Largest	

Additional options in the dialog include a checked checkbox for **My list has headers**, and buttons for **Options...**, **Cancel**, and **OK**. At the bottom left of the dialog are **+**, **-**, and **Copy** buttons.

52

~~One and Done~~





übo

sugg

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

Enter a domain or a keyword

English / United States

SEARCH

KEYWORDS

charlestown in
charlestown in restaurants
charlestown indiana christmas
charlestown in state park
new albany in
new albany indiana
new albany in movie theater
new albany indiana hotels
new albany indiana restaurants
new albany in florist
new albany in to louisville ky

new albany in events
new albany in casino
jeffersonville in
jeffersonville in restaurants
jeffersonville in hotels
jeffersonville indiana restaurants
jeffersonville indiana news
jeffersonville in to louisville ky
jeffersonville in map
jeffersonville in population
clarksville in

clarksville in theater
clarksville in restaurants
clarksville in movie theater
ihop clarksville in
clarksville in mall
clarksville 5k
southern indiana caves
southern indiana wineries
southern indiana casino
southern indiana wedding venues
southern indiana cabins



tripadvisor




reddit





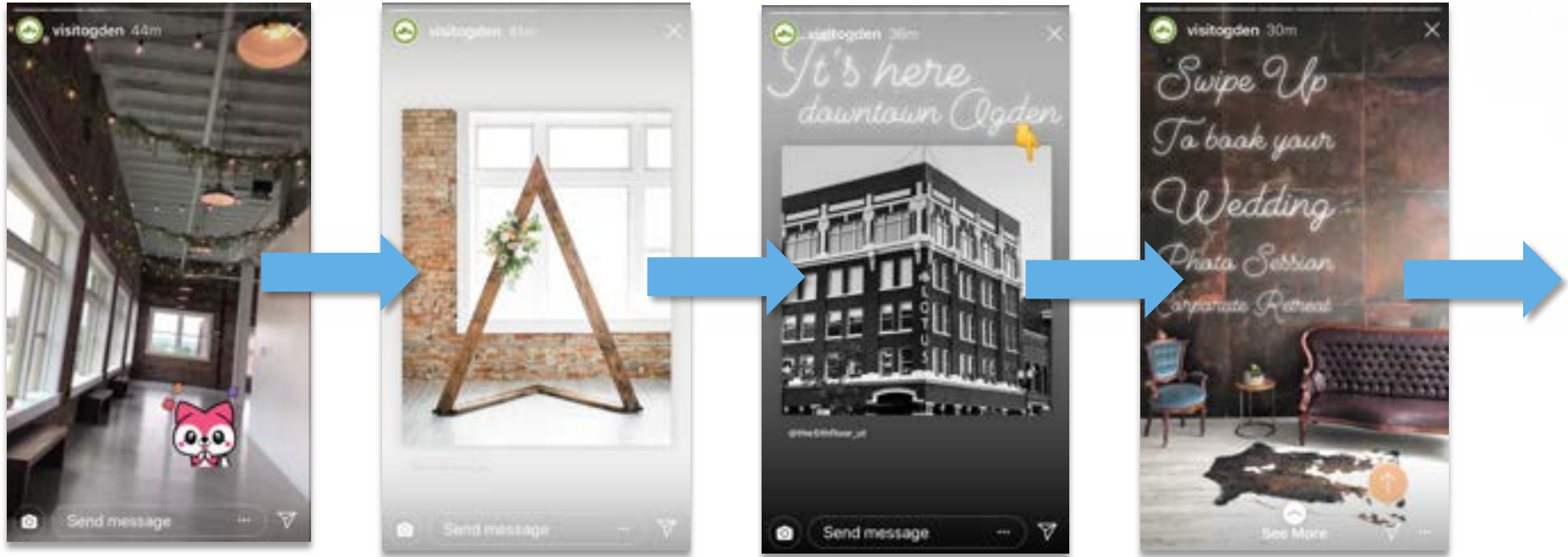
The K.I.S.S. Content Calendar

The final step is to establish blog topics for the month. Let's secure Friday as your blog day. The blogs should focus on your evergreen blogs and a recycling strategy.

STEP 4 

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	UGC	DAILY THEME	DAILY THEME 1	DAILY THEME 2	BLOG 3	4
5	UGC 6	DAILY THEME 7	NATIONAL DAY #1	EVENT #1 PRE-PROMO	EVENT #1	11
12	UGC 13	NATIONAL DAY #2	DAILY THEME 15	DAILY THEME 16	BLOG 17	18
NATIONAL DAY #3	UGC 20	EVENT #2 PRE-PROMO	DAILY THEME 22	DAILY THEME 23	BLOG 24	EVENT #2
26	UGC 27	DAILY THEME 28				

OPTIONAL STRATEGY




SUPPORT BLOGS WITH INSTAGRAM STORIES & REELS

It's the Final Calendar!

After completing the four steps you've got a content calendar to guide you throughout the next month. Just be sure to extend the story around each theme on each of your social media channels.

It's best to have a recurring event in your calendar to remind you to work through this process each month. Having a plan will make a huge difference.

FINAL CALENDAR							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	UGC	DAILY THEME	DAILY THEME 1	DAILY THEME 2	BLOG 3	4	
5	UGC 6	DAILY THEME 7	NATIONAL DAY #1	EVENT #1	BLOG 10	11	
12	UGC 13	NATIONAL DAY #2	DAILY THEME 15	DAILY THEME 16	BLOG 17	18	
NATIONAL DAY #3	UGC 20	EVENT #2	DAILY THEME 22	DAILY THEME 23	BLOG 24	25	
26	UGC 27	DAILY THEME 28					





Recommended Organic Frequency

- X1 Per Day Facebook
- X1 Per Day Instagram
- 3-10 Tweets Per Day on Twitter
- Weekly Activity on Pinterest
- Weekly Activity on Review Sites
- Weekly Activity on YouTube
- X1 Blog Per Week

Up to 26 Posts per week!

A woman with curly hair is sitting at a table in a meeting, looking stressed with her hands on her forehead. She is surrounded by people holding tablets and a laptop. The scene is brightly lit by a window in the background.

Leisure

Groups

Sales

Website

A woman dressed as a maid in a white apron and cap is shown in profile, shouting with her mouth wide open. She is in a room with a large window and a decorative chair. The text 'DIGITAL MARKETERS' is overlaid at the bottom in orange.

DIGITAL MARKETERS

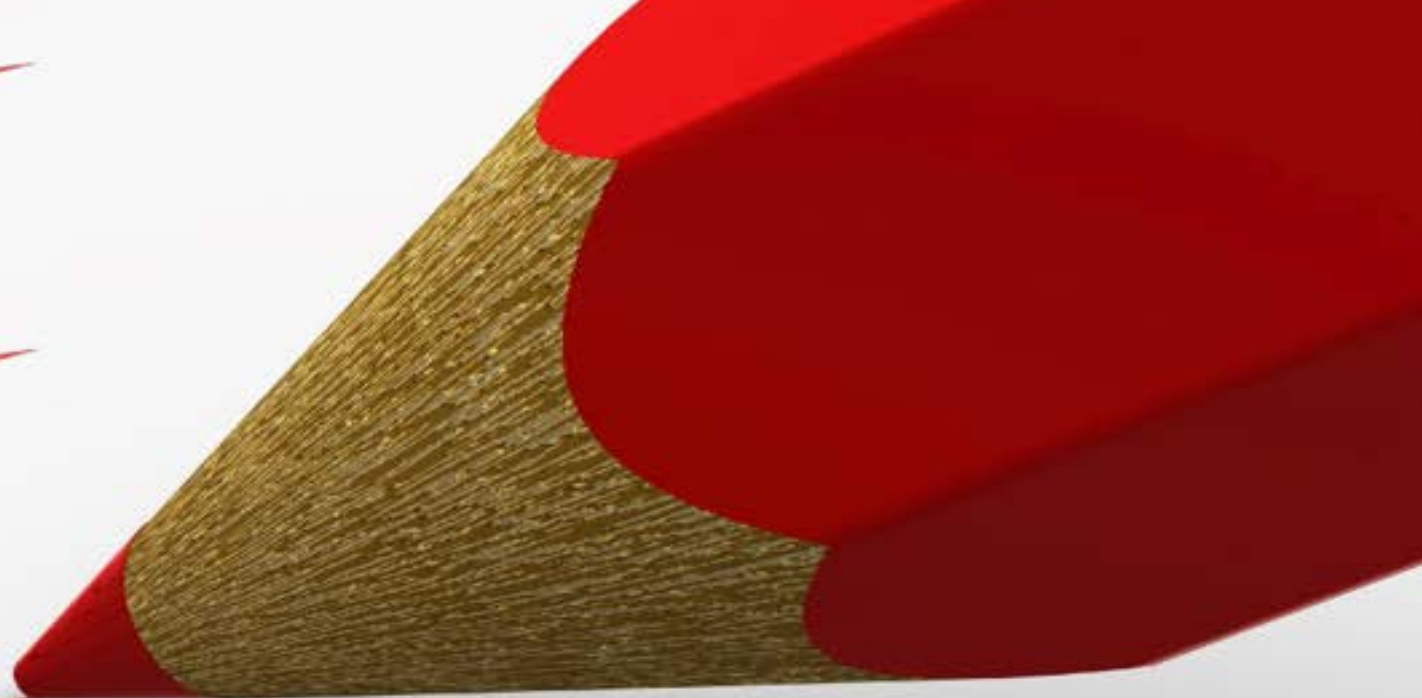


Actual footage of a CVB employee trying to find enough photo assets.

Get Organized



PRO TIP



3

**SIMPLE
CHECKLISTS**

- Daily
- Weekly
- Monthly



DAILY CHECKLIST

FACEBOOK CHECKLIST

Accomplish these tasks every day on Facebook

- Check notifications
- Engage with comments and reviews
- Check Facebook Pages feed for 5 mins
-
-
-

INSTAGRAM CHECKLIST

Accomplish these tasks every day on Instagram

- Check notifications
- Engage with comments and reviews
- Check #DiscoverLancaster and Lancaster
-
-
-

TWITTER CHECKLIST

Accomplish these tasks every day on Twitter

- Check notifications
- Engage with feed for 5 minutes
- Engage with hashtag and/or location for 5 mins
- Tweet a photo of Lancaster
- Tweet a discoverlancaster.com link
- Tweet other (video, gif, Pinterest board, etc)

WEEKLY CHECKLIST

FACEBOOK WEEKLY CHECKLIST

Accomplish these tasks every week on Facebook

- Share #DiscoverLancaster UGC post
- Share Amish Culture & Experience post
- Share Food/Beer/Distillery post
- Share Family & Outdoor post
- Share blog

INSTAGRAM WEEKLY CHECKLIST

Accomplish these tasks every week on Instagram

- Share #DiscoverLancaster UGC post
- Share Amish Culture & Experience post
- Share Food/Beer/Distillery post
- Share Family & Outdoor post
- Share image related blog

TWITTER WEEKLY CHECKLIST

Accomplish these tasks every week on Twitter

- Use #VisitPA
- Promote 2018 Lancaster Getaway Guide
- Share a sign up link for E-Newsletter

PINTEREST WEEKLY CHECKLIST

Accomplish these tasks every week on Pinterest

- Pin blog images
- Pin Instagram images
- Include Pinterest board in blog post
- Engage with related pins for 5 mins

MONTHLY CHECKLIST

FACEBOOK MONTHLY CHECKLIST

Accomplish these tasks every month on Facebook

- Cross promote another channel/resource
- Encourage someone to leave a review
- Go live
- Share a Facebook Story
- Create a poll on Facebook
-
-

INSTAGRAM MONTHLY CHECKLIST

Accomplish these tasks every month on Instagram

- Upload a video to Instagram
- Use Boomerang, Hyperlapse, or Layout
-
-

TWITTER MONTHLY CHECKLIST

Accomplish these tasks every month on Twitter

- Cross promote your Instagram account
- Tweet a link to a Pinterest board
- Participate in at least two National Days
- Upload a video directly to Twitter
- Tweet link to Discover Lancaster YouTube vid
- Tweet a Discover Lancaster gif
- Create a Twitter Moment
-

PINTEREST MONTHLY CHECKLIST

Accomplish tasks every month on Pinterest

- Contribute to a shared board
- Optimize old boards/pins for 30 mins
-
-

YOUTUBE MONTHLY CHECKLIST

Accomplish tasks every month on YouTube

- Share a high quality video
- Complete video distribution checklist
-
-

THE 5 RULE

“For every piece of content you create look for FIVE ways that you can either extend the story, share the story or integrate the story into other channels.”

-The Five Rule



PICK 5



PICK 5



PICK 5



STANDARD BLOG



CHOOSE TWO
INTEGRATE CONTENT



INTEGRATED BLOG



SCHEDULED
TWEET
2 DAYS LATER



4 HOURS
LATER



CHANGE
PROFILE
LINK



Use all of your social channels to promote your blog. The frequency of sharing varies from network to network

STEP ONE FACEBOOK POST



STEP TWO



EXTEND THE STORY



With the daily story in mind post to Instagram to extend the story. This can make for a great reminder to be active on the channel.



To help gain more consistency on Pinterest it'd be a great idea to post a few pins relating to topics from the week's posts. This doesn't have to happen daily but a week's worth of content can make for some quick activity.



The story on Facebook can help give direction to 1/3 of your tweets for the day. Stick to the theme and cross promote relevant content.



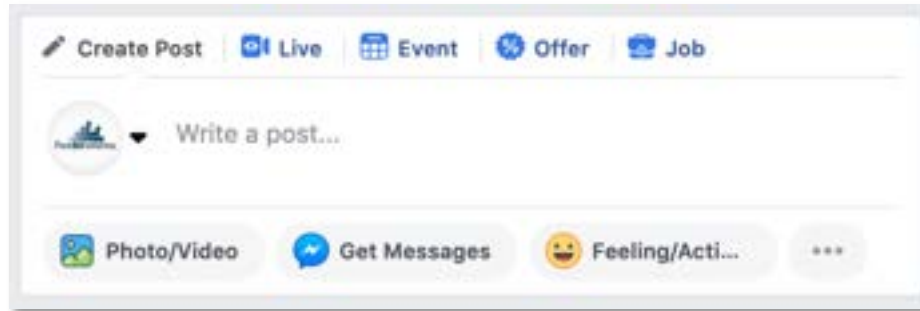
You may not always have a YouTube video that relates but when you do be sure to tweet and pin the videos. This can breathe some extra reach into your evergreen content.

USE SCHEDULING TOOLS

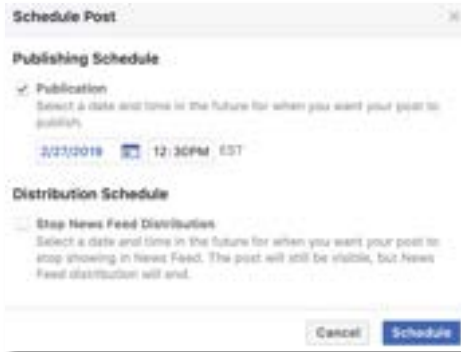
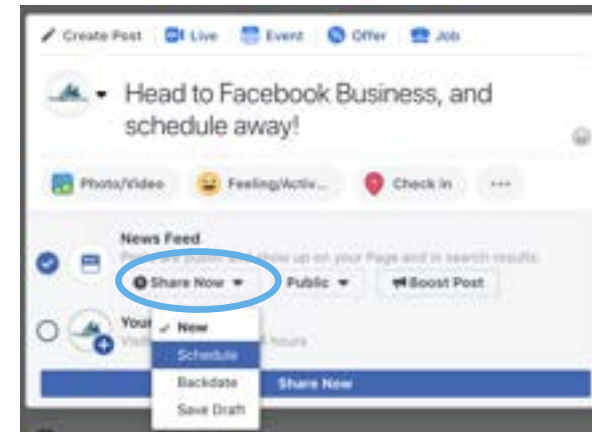
FACEBOOK SCHEDULING



1) Head to your page and start typing a post.

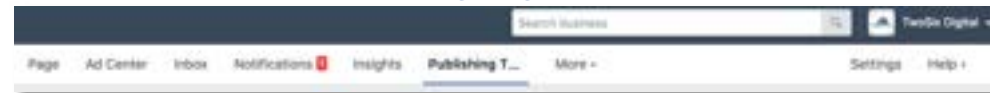


2) Instead of pressing "Share Now", click that dropdown and hit "Schedule". Scheduling natively allows you to easily tag locations/users and feelings/activities.

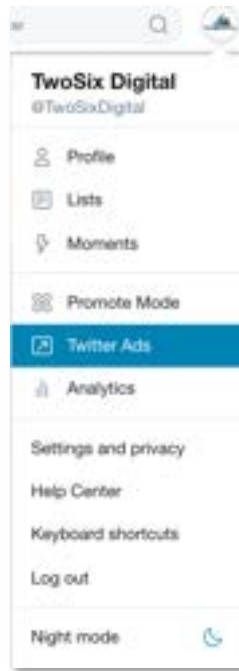


3) Select the date and time and click "Schedule".

4) You can see all your scheduled posts, and alter them, by heading to your "Publishing Tools" and going to "Scheduled Posts".



TWITTER SCHEDULING



1) Click your profile icon to access Twitter ads. You may have to briefly set up an ad account, but no payment is required.

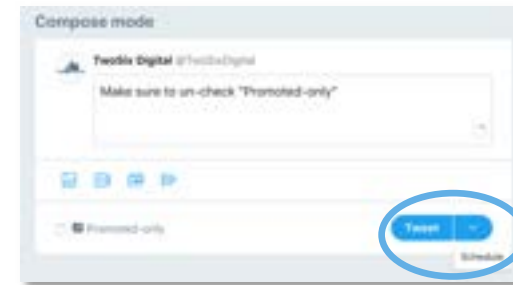


2) Select "Tweets" under the creative menu.



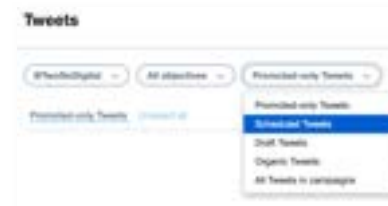
3) Click "New Tweet".

4) Create your Tweet and press the dropdown.



5) Make sure "Promoted-only" is unchecked. This is vital. Then, set the date and time!

6) Your scheduled tweets can be managed by going back to "Tweets" in the "Creative" menu, and then filtering by "Scheduled Tweets".



FAQ OF TWITTER





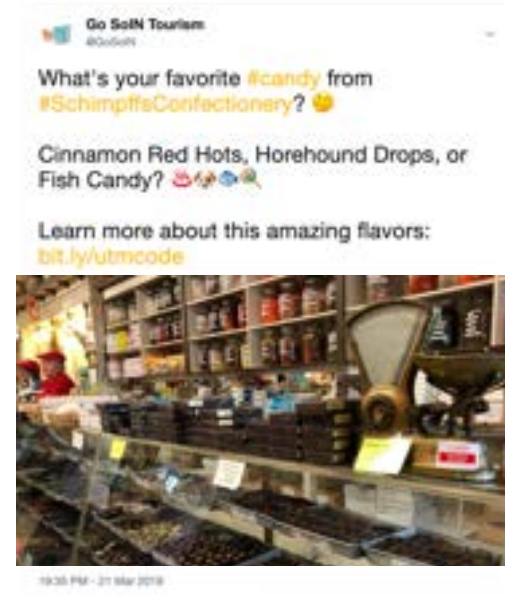
Fact

F



Awareness

A



Question

Q



X1 PER WEEK





USE FREE SOCIAL PROMOTION TOOLS





PAID



Have I got a deal for you!

The New Normal

- 1-3 Per Week Facebook
- X3 Per Week Instagram
- Weekly Activity on Pinterest

That's a 73% Reduction in Posts!



[evil laughter]

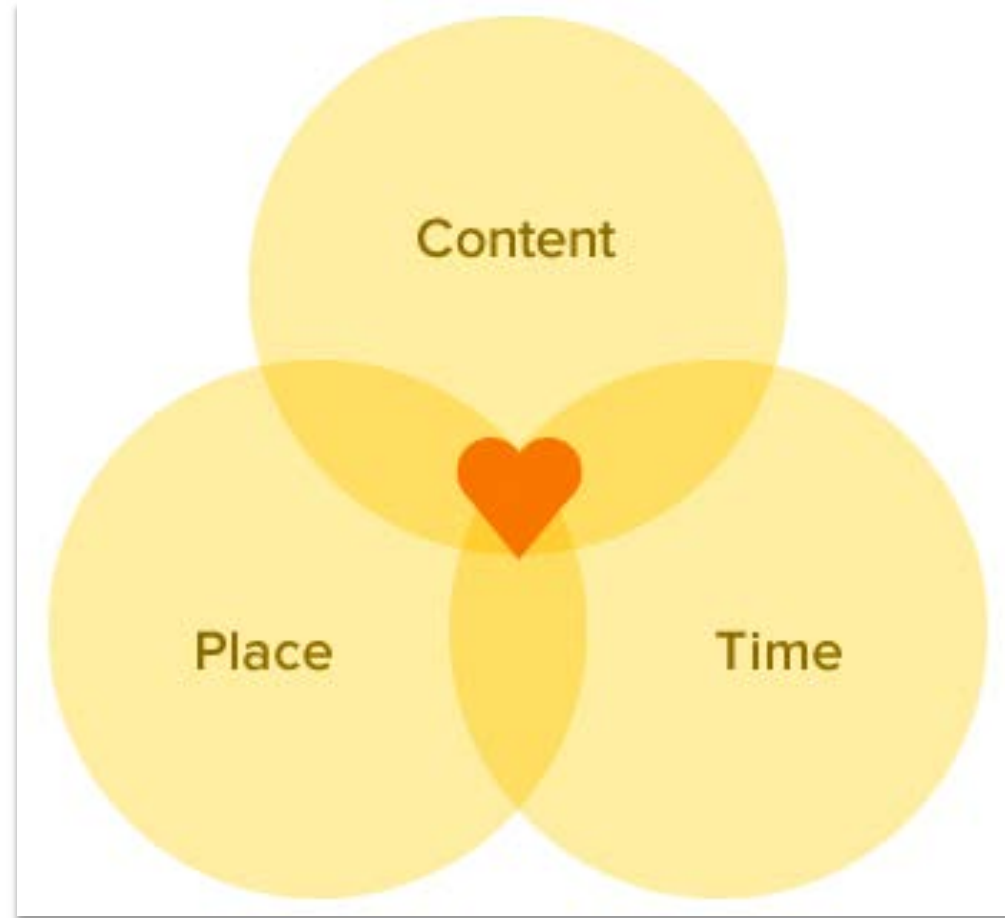
A man with dark, wavy hair, wearing a dark blue suit, white shirt, and patterned tie, stands behind a clear podium. He has his arms outstretched and is smiling broadly, looking slightly to his right. The background is dark and out of focus, showing a crowd of people. The text "Who is with me?" is overlaid in white on the right side of the image.

Who is with me?



TAKE
CONTROL

Never before has it been easier to reach the right people at the right time with your brand message.



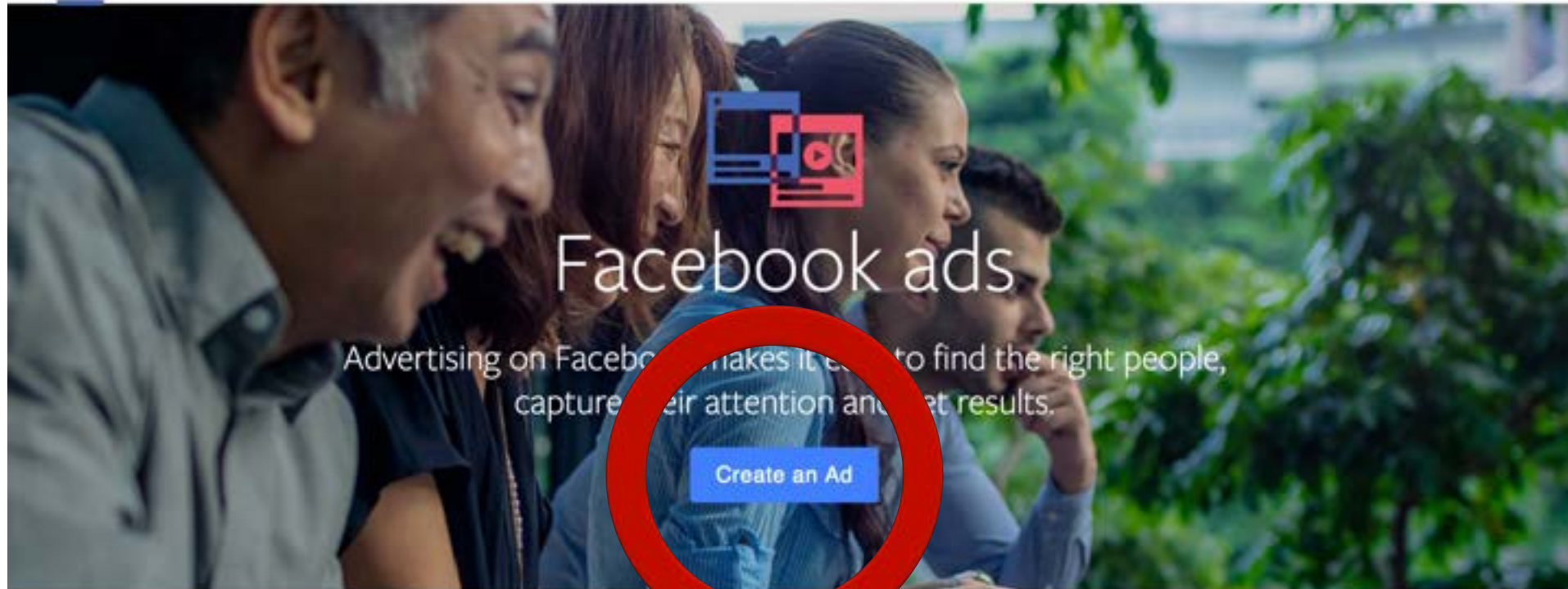


Why choose Business Manager?



You need more than one ad account.

Create separate ad accounts for every client or business you serve, pay for ads with different payment methods, set accounts by objectives for reporting.



Your people are here

CREATE A FACEBOOK ADS ACCOUNT

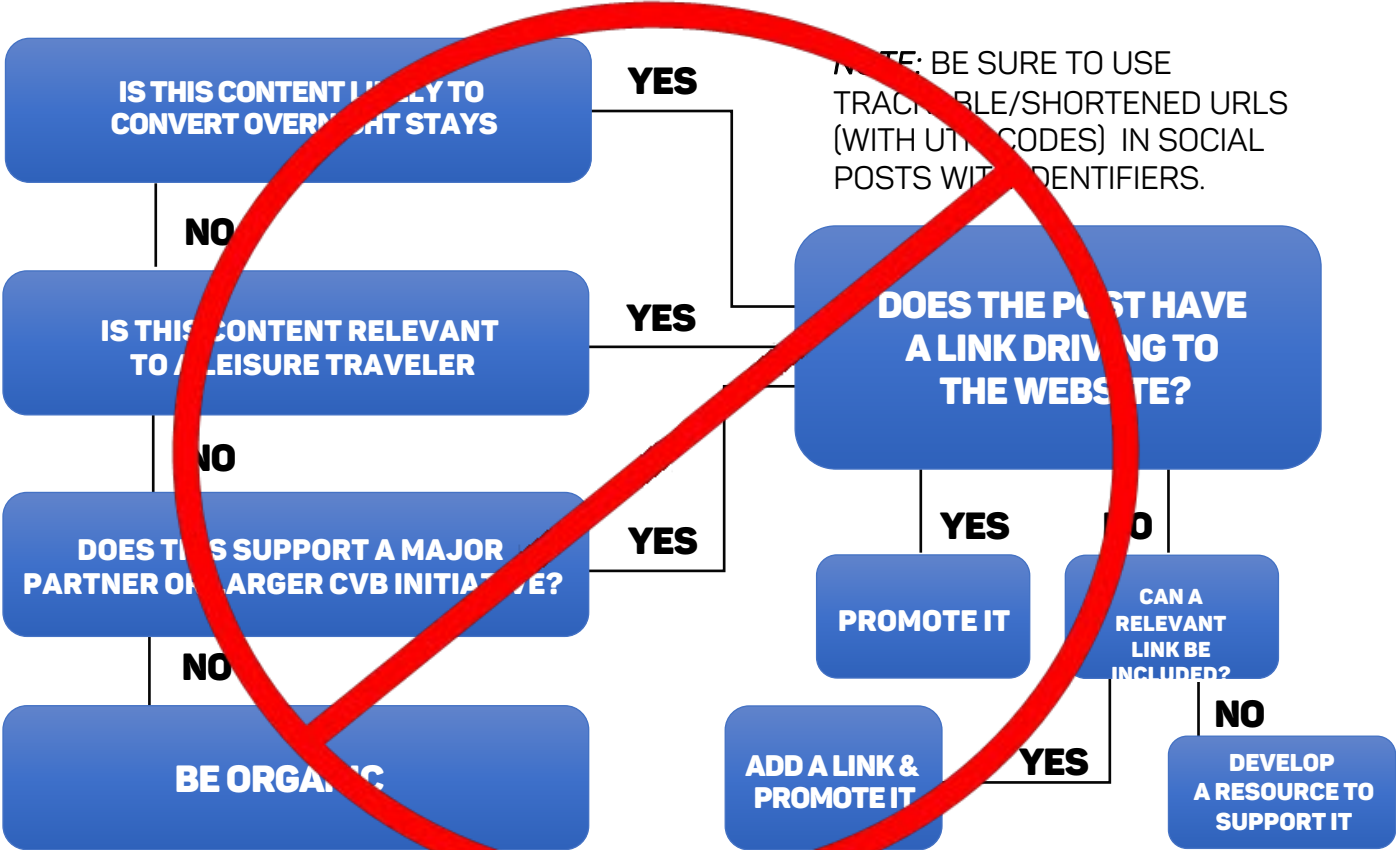


To Do List

- 1) Get on Business Manager
- 2) Link your Facebook Page to Business Manager
- 3) Create/Add a Facebook Ads Account



SHOULD WE PROMOTE THIS POST?



PAID FIRST?

USE PAID SOCIAL PROMOTION



***“THERE IS REALLY NO
EXCUSE FOR SOMEONE TO
SEE YOUR CONTENT WHO
DOESN'T WANT YOUR
PRODUCT”***

Dan Slagen, SVP, Nanigans

*SHOULD WE BE PAYING
TO PROMOTE ALL OF OUR
POSTS ON SOCIAL?*



YES

NO



TAKE A
THIGH



NICHE PAID
PROMO DAY



NICHE IG
ORGANIC



AD
PUBLISHING
DAY



NICHE IG
ORGANIC



BLOG DAY
=
PAY DAY



ENGAGEMENT



ENGAGEMENT

Monday

Tuesday

Wednesday

Thursday

Friday

Weekend

FEED THE ORGANIC FEED WITH YOU BEST ADS





WAIT, WHAT?

All tools

Shortcuts



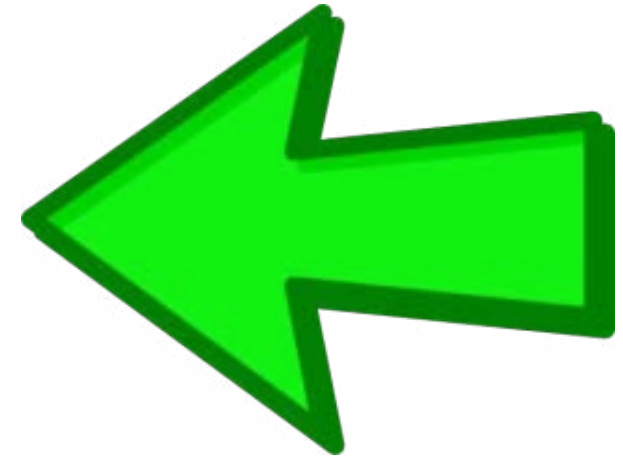
Ads Manager



Audiences



Page posts



Business settings



Ad account settings



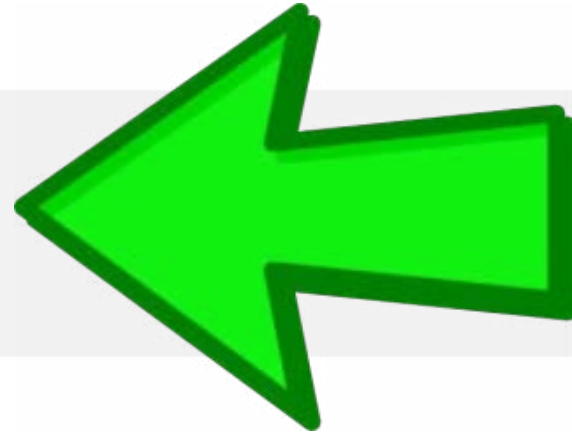
Audience Insights







Posts

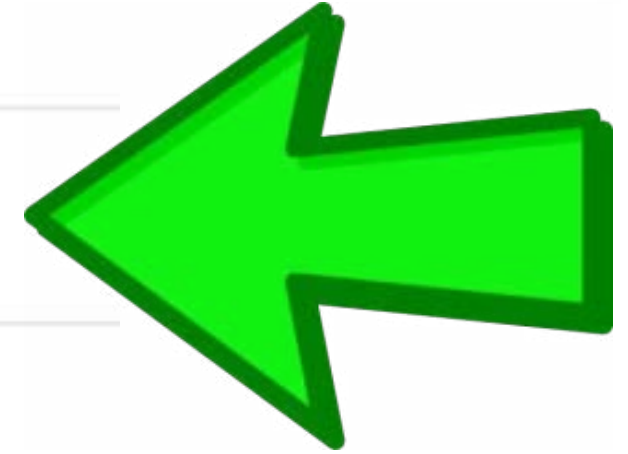
Scheduled Posts

Published Posts

Ads Posts



<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890660561 378	Public
<input type="checkbox"/>		Sign up for a change to win a FREE getaway in...	10156890660196 378	Public
<input type="checkbox"/>		Sign up for a change to win a FREE getaway in...	10156890659951 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890659671 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890644511 378	Public
<input type="checkbox"/>		Looking for a quiet getaway for two? Enter...	10156890644116 378	Public



Ads Posts

Search...



Actions ▾



Posts

Privacy

Reach



This Sunday is our last day!...

29

Public

0

Publish

Schedule

Delete

Create Ad...



This Sunday is our last day!...

11330683201624
03

Public

0



This Sunday is our last day!...

11330682601624
09

Public

0



This Sunday is our last day!...

11330680401624
31

Public

1



This Sunday is our last day!...

11330677434957
94

Public

0

April 2022

Year
Month

March '22							May '22						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5		1	2	3	4	5	6	7
6	7	8	9	10	11	12	8	9	10	11	12	13	14
13	14	15	16	17	18	19	15	16	17	18	19	20	21
20	21	22	23	24	25	26	22	23	24	25	26	27	28
27	28	29	30	31			29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28 NICHE 1 f \$ NICHE 1 →	29	30	31	1	2
3	4 NICHE 2 f \$ NICHE 2 →	5	6	7	8	9
10	11 NICHE 3 f \$ NICHE 3 →	12	13	14	15	16
17	18 NICHE 1 f \$ NICHE 1 →	19	20	21	22	23
24	25 NICHE 2 f \$ NICHE 2 →	26	27	28	29	30
1	2 NICHE 3 f \$ NICHE 3 →	Notes				

STEP 4

- CREATE ADS FOR YOUR WEEKLY NICHE PROMO
- RUN THE AD FOR A WEEK
- TRY TO MAKE MULTIPLE VERSIONS OF THE ADS
- USE LINKS THAT DRIVE TO YOUR WEBSITE
- BLOGS WORK GREAT!
- PUBLISH THE BEST AD ORGANICALLY

ALWAYS ON



NICHE PAID
PROMO DAY



NICHE IG
ORGANIC



AD
PUBLISHING
DAY



NICHE IG
ORGANIC



BLOG DAY
=
PAY DAY



ENGAGEMENT



ENGAGEMENT

Monday

Tuesday

Wednesday

Thursday

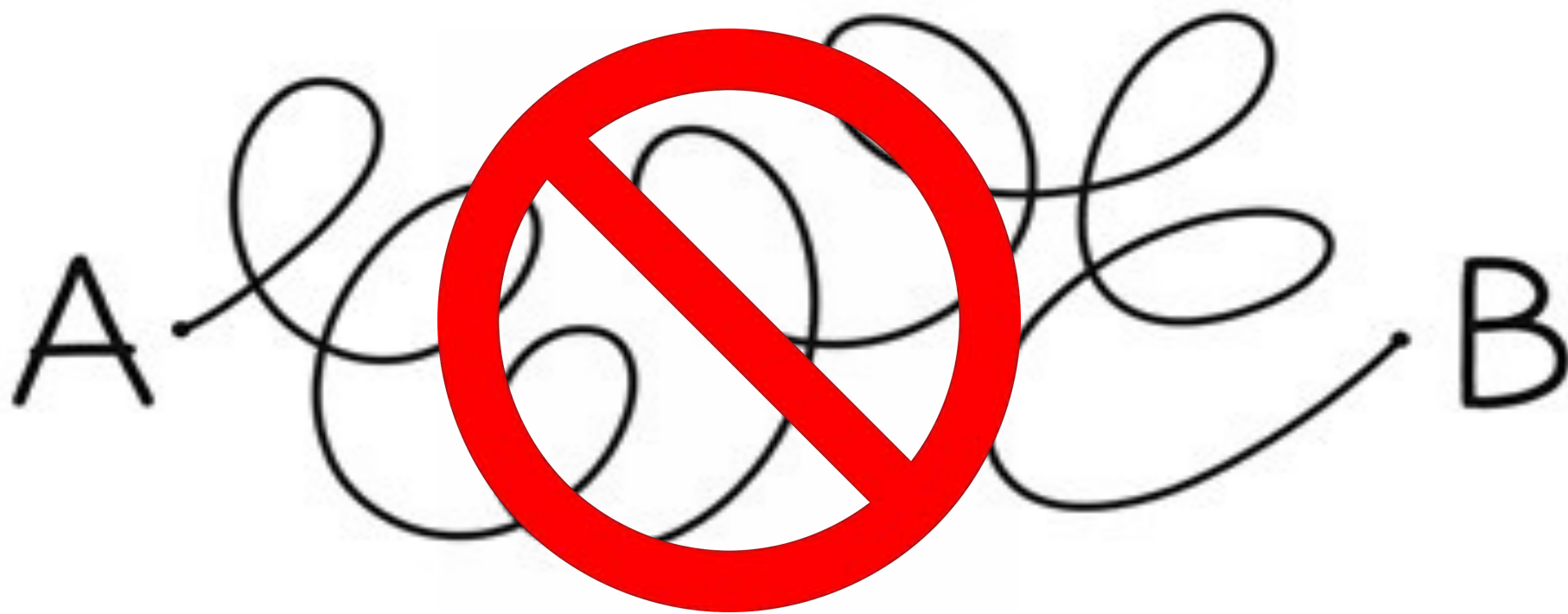
Friday

Weekend

HOW MUCH SHOULD I SPEND?



EVERYONE
STARTS
SOMEWHERE.



LETTING THE ADS DO THE WORK

We just



SCHEDULE AND PREPARE FOR COMMENTS!



FEED YOURSELF FIRST

EXTEND THE STORY!





TEXAS
615 826-4207
CALL AHEAD SEATING AVAILABLE!
1039 Glenbrook Way
Vietnam Veterans Pkwy, Exit 6

X KOA
615-859-0348
1200 I...VILLE HWY
GOODI... TN 37072



Motorcyclist



IT'S ALL ABOUT GETTING QUALITY REPS



YOU'LL
BE THE
ROCKSTAR



NOW, WHEN YOU THINK



OF THE POSSIBILITIES
http://www.mattgeneral.com

LEISURE

**CONVENTION
SALES**

**SPORTS
PLANNERS**

GROUP TOUR



FINAL NOTES

Always Remember...

DRIVE TRAFFIC



SENORGIF.COM



EXTEND
THE STORY



memes.com





**HOPE
IS NOT A
STRATEGY**





LEARN MORE! KEEP GROWING

facebook blueprint



Best Practices



Facebook Pages



Purchasing Ads



Advertising Objectives



Targeting



Managing Your Ads



Reporting and Measurement



Insights



Instagram



SMB



Webinars



Brian V. Matson
brian@twosixdigital.com

