

SOCIAL MEDIA CONTENT CALENDAR



Easy Content Calendar Template Guide

Shelley Gaskin

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the author's name.

Easy Content Calendar Template Guide:

Create Killer Content Marcia Hylton, 2023-03-27 Can you relate to any of the following You're making guesses at what marketing content to create write or post You often find creating social media content Instagram Facebook marketing email or blog post content challenging and need a content strategy worth your time Your primary focus is on getting something posted daily You're jumping from one content marketing trend to another Doing what the crowd is doing with fingers crossed and hoping it works Your content pieces lack consistency and strategic connection because you always aim to create content that you've seen go viral for others but aren't getting the same results they do The connections between your marketing content and your products are weak You need help to develop a content marketing strategy that effectively promotes your products or services and helps your ideal client feel connected to your products and brand If any of this resonates with you AND you're ready to elevate your small business marketing game to outshine your competitors *Create Killer Content* is your ultimate marketing planner and guide to transforming your business marketing efforts Go from aimless content creation and posting to creating strategically targeted results driven marketing content creation **CREATE KILLER CONTENT** is a strategic marketing guide and planner jam packed with tools and strategies to help you Find and Dedicate the Time Your Business Needs Discover the tools and time commitment needed for effective marketing research planning and writing to kickstart your marketing journey Learn **WHAT WHEN AND HOW** to Write and Post Content Dive into the crucial groundwork and expert secrets that make writing and content creation a breeze Find out which tools are best as you research information curate content and consolidate it in your complimentary planner Choose Powerful Relevant Emotionally Impacting Marketing **WORDS KEYWORDS AND HASHTAGS** Words have power Learn how to choose the most impactful words for your marketing content based on your specific marketing goals and your knowledge of your ideal client's needs Generate **ENGAGING RESULTS DRIVEN MARKETING CONTENT** You'll use the right tools and data to create strategically aligned content captivating and intriguing ideal clients Build a relationship of trust and convert buyers into loyal customers and brand evangelists who return to your business again and again Learn the steps and tools industry experts use to research plan and create powerful client attracting sales boosting marketing content that converts These are proven strategies and tactics used for Fortune 500 companies with multi million dollar marketing budgets but adapted to suit your small business needs I adapted these step by step easy to follow strategies to primarily serve the unique needs of self employed small business owners who engage in DIY marketing Turn your social media and other marketing content into a revenue generating powerhouse and develop your own unique marketing framework that ultimately leads to you earning more while doing less Throughout each step I'll introduce you to the easy to follow best practices and tools marketing professionals utilize daily Whether you're starting a business or looking to enhance your existing marketing strategies for your small business *Create Killer Content* has you covered Are you ready to transform your marketing approach and achieve

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