

# Guide to develop actionable marketing editorial calendar

The purpose of this slide is to showcase guide to create actionable marketing editorial calendar to ensure regular release of content. It includes various stages such as defining ideal reader, choosing suitable tool for editorial calendar, selecting required key data points, defining process, assigning roles and permissions, track and measure progress etc.

## Define Ideal Reader

- 1 Understand buyer personas and what they are trying to solve
- 2 Align content with target readers' interests and preferences
- 3 Add text here

01

## Choose a Suitable Tool for Editorial Calendar

- 1 Select a structured, collaborative, and user-friendly tool
- 2 Consider a free project management software with required marketing functionalities
- 3 Add text here

02

## Select Required Key Data Points

- 1 Include essential data for effective content planning and analysis
- 2 Consider elements such as date of publishing, keywords, categories, topic, call to action etc.
- 3 Add text here

03

## Track and Measure Progress

- 1 Set clear goals for each marketing campaign
- 2 Define specific metrics to measure the achievement of each goal
- 3 Add text here

06

## Assign Roles and Permissions

- 1 Ensure clear accountability by assigning tasks to team members
- 2 Clearly define responsibilities and authorities of each team member
- 3 Add text here

05

## Define Process

- 1 Establish a well-structured content creation process
- 2 Highlight stages such as creative brief, writing, editing, etc.
- 3 Add text here

04

# Actionable Content Calendar Template Guide For Dads

**S\_design Dad Notebooks**



## **Actionable Content Calendar Template Guide For Dads:**

*Calendar for Dads / Dad S\_design Dad Calendar*,2019-12-23 Calendar 2020 for Dads Dad Weekly Planner Diary Journal 6 x 9 inch Space for Notes Planning Ideas Quotes and Memories The ideal gift idea for Christmas or New Year s Eve Practical and sexy calendar in the perfect 6x9 inch format Keep your year organized 6x9 inch ca DIN A5 22 x 15 cm 116 pages Cover matte Weekly Planner for the whole year one double page per week The year at a glance Birthday List Yearly goals Space for personal notes etc Get yours RIGHT NOW S\_DESIGN high quality notebooks with premium cover design Click on the author s name to see more books about the same topic      **Calendar for Dads / Dad S\_design Dad Notebooks**,2019-10-23

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