

Building a Killer Content Strategy for Your Business!

Part Three: Developing a Content Calendar and Schedule



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Level Up Your Instagram Game with a Strategic Content Calendar

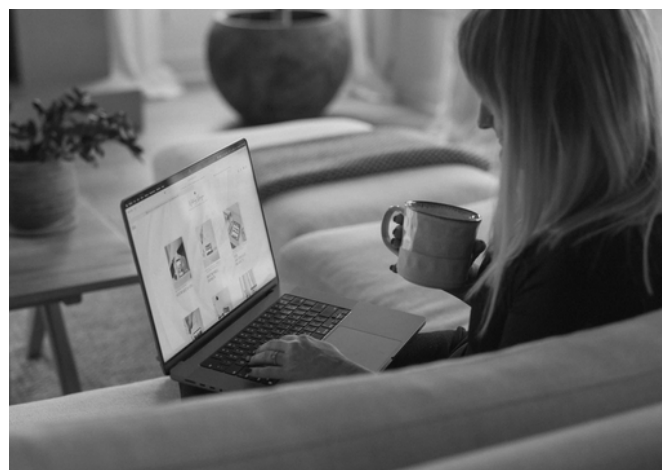
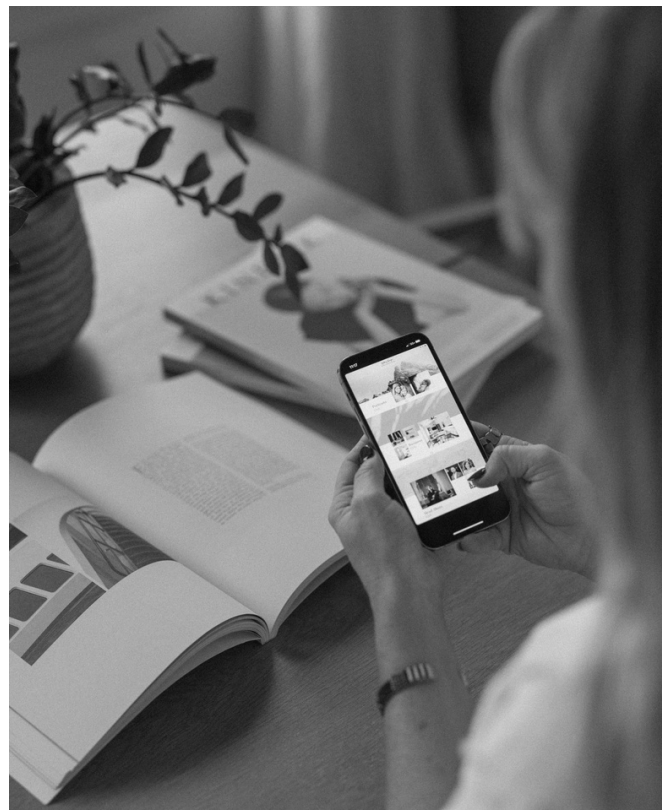


A content calendar is a critical tool that helps individuals and businesses plan and organize their content creation efforts effectively. Typically, a content calendar comprises of a schedule of all the planned content for upcoming weeks or months, including the dates of publication and distribution channels.

Needs & Interests

When developing a content calendar, it is essential to consider the audience's needs and interests to ensure that the content provides value and relevance. Additionally, the content calendar should align with the broader marketing goals and objectives of the company.

If this is the first guide you've downloaded out of our 3 part series: **Building a Killer Content Strategy for Your Business**, then I want to encourage you to stop and go back. Each guide is written to build upon itself to help your business grow the most! You can find parts 1 and 2 [here!](#)





MAKE
IT
HAPPEN

It's All Happening!

To begin writing a content calendar, it is crucial to research and analyze the target audience's characteristics, including their demographics, psychographics, and behaviors (which is all laid out in my prior 2 guides!).

Based on your ideal customer preferences and interests, the following 3 prompts and ideas (and the ones laid out in the prior guide) can be included in the calendar:





1. Educational Content

People are constantly looking for solutions that will help them perform better in their personal or professional lives. Providing educational content that addresses specific challenges and offers practical solutions can help establish a brand as a thought leader in the industry.

2. Thought-Provoking Content



Creating content that challenges readers' thinking and encourages them to engage in conversations about broader issues can significantly increase their engagement with the brand.



3. Show Them What They Don't See



Sharing behind-the-scenes updates about the company, such as new a day in the life of, product launches, awards or milestones, or even viral dances, can help keep customers engaged with the brand and help produce emotional responses...after all emotion drives action more than logic!

Don't Forget Hashtags & Keywords

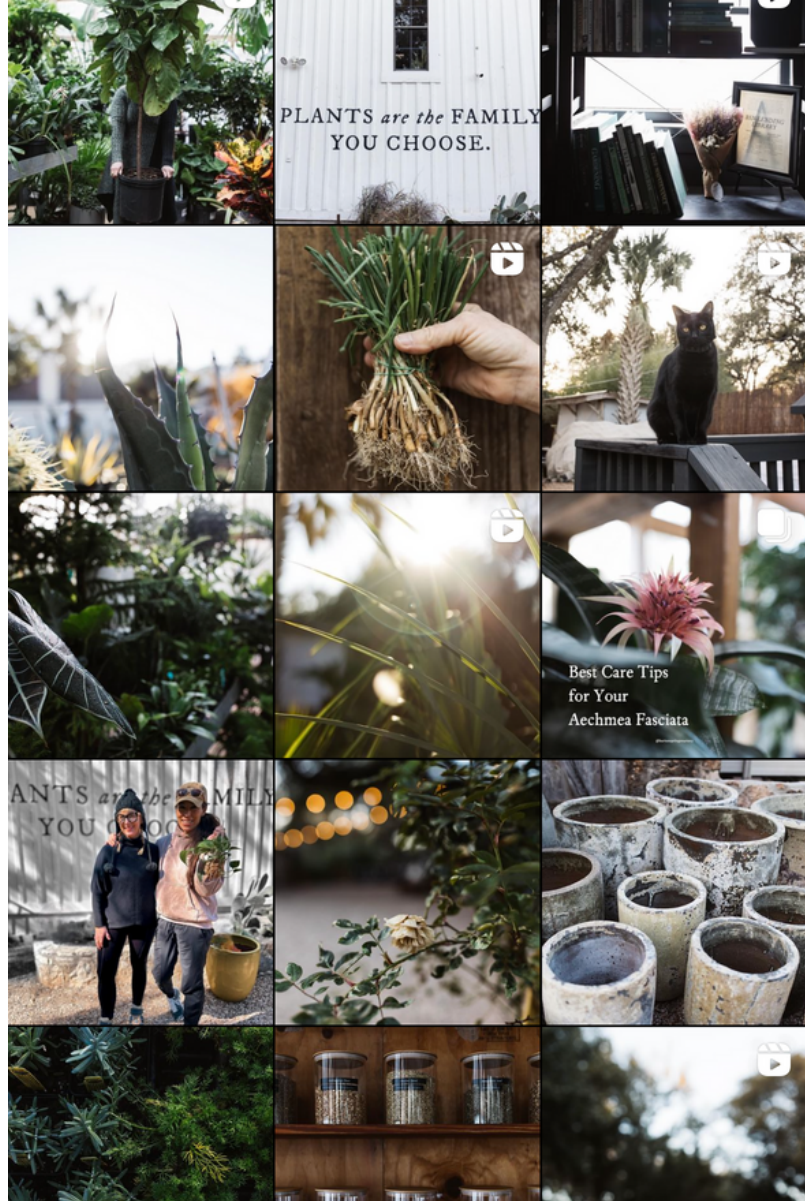


#contentcalendar
#socialmediamarketing
#instagramhacks
#socialmediamanager

Stay ahead of the game by keeping up with the latest trends and hashtags relevant to your small business niche. Utilize these tactics in your content calendar to build your online community and generate exposure for your brand.

Instagram just introduced Keywords, so make sure your captions are full of industry keywords!

Plan Your Content Mix



Now that you've identified your goals, audience, and trends, it's time to create a content mix reflecting these elements. Decide on the types of posts you'll share regularly, such as product showcases, client testimonials, behind-the-scenes snaps, and inspirational quotes. Strike a balance between promotional and organic content to keep your audience engaged and growing.

Build Your Content Calendar

Once your content categories are clear, start planning your calendar for the next month. Use a tool like Trello or Google Sheets to organize your ideas visually. Allocate a specific content type for each day of the week, ensuring variety and consistency within your brand message.



Schedule Your Posts



Buffer

Scheduling your posts in advance will save you time and stress. Use a scheduling tool like Buffer or Planoly to queue up your content (graphics, captions, and hashtags included) at optimal times for your audience. Aim for posting consistency, whether it's one, two, or three times daily.

Planoly

Planoly is a social media management platform and visual planner that helps businesses and individuals plan, schedule, and analyze their social media content. With Planoly, users can create and customize their Instagram, Pinterest, and TikTok content calendars, curate and upload images and videos, collaborate with team members, and track their analytics and performance. Planoly also offers features such as auto-posting, hashtag recommendations, and a mobile app for on-the-go management. Overall, Planoly is a tool designed to streamline social media planning and execution for individuals and businesses alike.



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WHITNEY RUNYON MEDIA CO.

Stay ahead of the competition and level up your small business Instagram presence with a strategic content calendar and schedule. By following these steps, Whitney Runyon Media Co will help you attract, engage, and convert the perfect audience for your brand in no time!

Follow [@whitneyrunyonmediaco](https://www.instagram.com/whitneyrunyonmediaco) on IG for more helpful business marketing tools!