

READY TO OUTSOURCE CONTENT CREATION?

## **Calendars & Creators**

*USE MARKETING CALENDARS TO MAKE  
IT EASIER TO OUTSOURCE YOUR  
CONTENT*

## CHECKLIST FOR OUTSOURCING

- ☐ Goals for Created Content
- ☐ Target Audience Identified
- ☐ Brand Logo & Fonts
- ☐ Brand RGB / CMYK Colors
- ☐ Tech Resources, Tools, and Existing Content
- ☐ Content / Editorial Calendar
- ☐ Keywords
- ☐ Approvals before Publishing
- ☐ Platforms for Publishing
- ☐ Deliverable Format Requirements
- ☐ Due Date Requirements
- ☐ Metrics/Analytics Review

You can start with a simple calendar that only posts one piece of content each week. Rotate the order of the content. Mix up the content type each week.

Annual Marketing Calendar								
Goals	Week	Content	Content Type	Followers	Traffic	Subscribers	Sales	Notes, Action Items
January	1	Monthly Promotion / Sale / Product Spotlight	Image / Video / Reel					
	2	Educational Post	FAQ / Blog / Guide					
	3	Holiday / Observance / BTS / Community Post	Social Post					
	4	Engaging Poll / Quiz / Weekly Questions / Customer Created Content	Social Post					
February	1							
	2							
	3							
	4							
March	1							
	2							
	3							
	4							
April	1							
	2							
	3							
	4							
May	1							
	2							
	3							
	4							
June	1							
	2							
	3							
	4							
July	1							
	2							
	3							
	4							
August	1							
	2							
	3							
	4							
September	1							
	2							
	3							
	4							
October	1							
	2							
	3							
	4							
November	1							
	2							
	3							
	4							
December	1							
	2							
	3							
	4							

Post your weekly content to a different platform each day.  
Ensure each day has varied posting times.

MONTH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
	<i>LinkedIn</i>	<i>Facebook</i>	<i>Instagram</i>	<i>YouTube</i>	<i>Pinterest</i>	<i>BlueSky / Twitter</i>
8	9	10	11	12	13	14
	<i>LinkedIn</i>	<i>Facebook</i>	<i>Instagram</i>	<i>YouTube</i>	<i>Pinterest</i>	<i>BlueSky / Twitter</i>
22	23	24	25	26	27	28
	<i>LinkedIn</i>	<i>Facebook</i>	<i>Instagram</i>	<i>YouTube</i>	<i>Pinterest</i>	<i>BlueSky / Twitter</i>
29	30	31	1	2	3	4
	<i>LinkedIn</i>	<i>Facebook</i>	<i>Instagram</i>	<i>YouTube</i>	<i>Pinterest</i>	<i>BlueSky / Twitter</i>

## WEEKLY POST IDEA SHEET

DAY	Post Type	Content Ready You Already Have
Monday	Tip / How To	From Blog or FAQ
Tuesday	Customer Appreciation	From Review or Testimonial
Wednesday	Behind-the-Scenes	Photo of your team or workspace
Thursday	Promotional	Flyer or current special offer
Friday	Fun / Engagement	A poll or quiz about how someone uses a product or service
Saturday	Personal Insight	Share your POV
Sunday	Throwback	Share photos from a past event or highlight a milestone

# OUTSOURCING

## MONTHLY POST IDEA SHEET

Week	Content	Content Type
1	Monthly Promotion / Sale / Product Spotlight	Image / Video / Reel / Carousel
2	Educational Post	FAQ / Blog / How-To / Guide / Tutorial
3	Holiday / Observance / Behind-the-Scenes / Community Post	Social Post
4	Engaging Poll / Quiz / Weekly Question / Customer Created Content	Social Post

## MONTHLY POST SCHEDULE

WEEKDAY	WHERE TO POST
Monday	LinkedIn
Tuesday	Facebook
Wednesday	Instagram
Thursday	YouTube
Friday	Pinterest
Saturday	BlueSky/Twitter
Sunday	