

Your Ultimate Content Calendar Checklist

Phase 1: Strategy & Goal Setting

- ☐ Define your primary content marketing goals (e.g., brand awareness, lead generation, sales).
- ☐ Identify your target audience and their pain points.
- ☐ Analyze your competitors' content strategies.
- ☐ Choose 3-5 core pillar topics you want to own.
- ☐ Set key performance indicators (KPIs) to measure success (e.g., traffic, conversion rate).

Phase 2: Ideation & Structure

- ☐ Brainstorm cluster topic ideas for each pillar topic.
- ☐ Plan for different content formats (blog posts, videos, infographics, podcasts).
- ☐ Research and identify key dates for seasonal content.
- ☐ Decide on a realistic publishing frequency (e.g., weekly, bi-weekly).
- ☐ Create a backlog of at least 10-15 content ideas.

Phase 3: Tools & Workflow

- ☐ Choose a calendar tool (e.g., Trello, Notion, Google Sheets).
- ☐ Set up your calendar with workflow stages (e.g., Idea, In Progress, Review, Scheduled).
- ☐ Create a template for content pieces, including fields for title, author, due date, status, and target keyword.
- ☐ Assign roles and responsibilities to team members.

Phase 4: Creation & Scheduling

- ☐ Write and produce the content for the upcoming month.
- ☐ Optimize each piece for SEO (keywords, meta tags, images).
- ☐ Proofread and edit all content.
- ☐ Schedule posts in your CMS and social media tools.
- ☐ Add all scheduled posts to your content calendar plan with live URLs.

Phase 5: Promotion & Repurposing

- ☐ Plan a promotion strategy for each new piece of content (email, social media, outreach).
- ☐ Identify top-performing content to mark for repurposing content.
- ☐ Brainstorm repurposing formats (e.g., blog post to video, data to infographic).
- ☐ Schedule repurposed content into your calendar to fill gaps.

Phase 6: Review & Refine

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- [] Monthly, review your KPIs against your goals.
- [] Analyze which topics and formats performed best.
- [] Gather feedback from your team on the workflow.
- [] Adjust your future content calendar plan based on the data.