



CONTENT PUBLISHING PLANNER

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Content marketing has been around for ages because it works well. Fresh content gives a business an influx of new traffic shortly after publishing. If it's quality piece of content, it will continue to serve the business well for years to come.

For content to produce quality results, it has to have the following:

- A purpose or goal you're trying to reach with it
- A compelling headline that make people click to read more
- Quality visuals (images, infographics, videos, etc.)
- A hook that encourages viewers to keep reading
- Valuable information written in a clear and concise manner
- A clear call to action

Places to find content ideas and inspiration

The first place you should be looking for inspiration and ideas is within your own niche. Check your competition, follow industry leaders, keep up on research and statistics being posted about your topic(s). Watch your audience to see what they're talking about, asking, need and want.

You can spark content ideas from a variety of online sources. Platforms like the Twitter Business Blog (now called X for Business) often share monthly content calendars with timely ideas. Tools like Almighty.press, Exploding Topics, or AnswerThePublic can help you spot trending subjects before they go mainstream. For something a little off the beaten path, Forekast is great for discovering upcoming events and quirky observances. While older sites like Quora are still useful for seeing real audience questions, consider newer forums like Reddit for more dynamic discussions. And don't forget to browse YouTube, TikTok, and relevant industry blogs or magazines for inspiration. Curating content from these sources not only saves time ~~—it adds value for your audience~~. While your main focus should be original content, a well-curated post can complement your voice and offer useful perspectives. To make this easier, you can explore curated content tools like Feedly, Pocket, or Flipboard to organize and share high-quality insights.

The following pages will help you plan your content publishing schedule for approximately one to two weeks.

Content Publishing Planner



Blog Post & Long-Form Article

Title: _____
Purpose: _____
Call to action: _____
Date to publish: _____

Title: _____
Purpose: _____
Call to action: _____
Date to publish: _____

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Call to action: _____
Date to publish: _____

Title: _____
Purpose: _____
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Title: _____
Purpose: _____
Call to action: _____
Date to publish: _____

Title: _____
Purpose: _____
Call to action: _____
Date to publish: _____

Case Study, eBook, Checklist & Report

Title: _____

Purpose: _____

Points to include: _____

Call to action: _____

Title: _____

Purpose: _____

Points to include: _____

Call to action: _____

Video & Presentation

Title: _____

Purpose: _____

Call to action: _____

Channel (YouTube, Facebook, etc.): _____

Title: _____

Purpose: _____

Call to action: _____

Channel (YouTube, Facebook, etc.): _____

Image & Infographic

Image 1

Whattype of image will it be:

- ☐ Product photo
- ☐ Non-Visual Content - words only (5 ways to...)
- ☐ Quote
- ☐ Infographic
 - ☐ Graph
 - ☐ List
 - ☐ History line
 - ☐ Flowchart
 - ☐ Comparison
 - ☐ Other: _____

What will it say (short & to the point): _____

Supporting information to include:

Style/Theme (grunge, retro, classic, etc.): _____

Call to action: _____

Channel (Pinterest, Facebook, etc.): _____

Examples for reference:

Image 2

Whattype of image will it be:

- ☐ Product photo
- ☐ Non-Visual Content - words only (5 ways to...)
- ☐ Quote
- ☐ Infographic
 - ☐ Graph
 - ☐ List
 - ☐ History line
 - ☐ Flowchart
 - ☐ Comparison
 - ☐ Other: _____

What will it say (short & to the point): _____

Supporting information to include:

Style/Theme (grunge, retro, classic, etc.): _____

Call to action: _____

Channel (Pinterest, Facebook, etc.): _____

Examples for reference:

Image 3

What type of image will it be:

- ☐ Productphoto
- ☐ Non-Visual Content - words only (5 ways to...)
- ☐ Quote
- ☐ Infographic
 - o Graph
 - o List
 - o History line
 - o Flowchart
 - o Comparison
 - o Other: _____

What will it say (short & to the point): _____

Supporting information to include:

Style/Theme (grunge, retro, classic, etc.): _____

Call to action: _____

Channel (Pinterest, Facebook, etc.): _____

Examples

for

reference:

Image 4

What type of image will it be:

- ☐ Productphoto
- ☐ Non-Visual Content - words only (5 ways to...)
- ☐ Quote
- ☐ Infographic
 - ☐ Graph
 - ☐ List
 - ☐ History line
 - ☐ Flowchart
 - ☐ Comparison
 - ☐ Other: _____

What will it say (short & to the point): _____

Supporting information to include:

Style/Theme (grunge, retro, classic, etc.): _____

Call to action: _____

Channel (Pinterest, Facebook, etc.): _____

Examples for reference:

Curated Content

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____

Title: _____
Source: _____
Purpose: _____
Call to action: _____
Publish location(s): _____