

# How to Create A Content Calendar

Presented By **Deborah Deras**  
**Social Media Marketing Consultant**  
Economic Development Collaborative



ECONOMIC  
DEVELOPMENT  
COLLABORATIVE



# CLARITY: WHAT ARE YOUR GOALS FOR 2022?

- 1) Increase brand awareness
- 2) Drive traffic to website
- 3) Effective customer service
- 4) Generate new leads
- 5) Build email list
- 6) Sell products/services
- 7) Build community
- 8) Use as focus group to find out what your customers need



# Social Media Trends for 2022



- **Reels** the foundation for Instagram marketing success (*Follow IG @Brock11johnson*)
- **Facebook Ads** Performance more effective (after Pixel debacle)  
May want to consider taking your Reel or TikTok doing an Ad
- **Longer form** content both video and audio coming back. *TikTok now 3 min, Reels 60 seconds, FB audio rooms, Clubhouse long audio.*
- **Facebook still dominates** with 2.9 billion users. Recommended to use their niche products: FB Groups, Live Audio Rooms & Facebook. (*Follow Mari Smith, Queen of Fb*)

# Social Media Trends for 2022



- **Organic Instagram Video** Builds intimacy and trust (*Follow @TheInstagramExpert*)
- Selling more on Instagram requires Strategic Focus to avoid overwhelm (Follow @EliseDarma)
- Focus on **Youtube video** and having the **key word in title and description** don't worry about tags or Youtube shorts that is a distraction. Focus on Youtube Videos.
- **LinkedIn Creator Mode**. Watch How to Use Creator Mode to Get More Customers <https://www.youtube.com/watch?v=sIHfyRyLXq4>

SOURCE: Social Media Examiner, Full article here:  
<https://www.socialmediaexaminer.com/social-media-marketing-trends-for-2022-predictions-from-the-pros/>

# QUALITY CONTENT THAT SOLVES YOUR CLIENTS PAIN/PROBLEM should be....

**Beneficial:** Does it help my ideal target market client/customer?

**Educational:** Deliver content Livestream, Video or Interactively.

**Comical:** Be humorous, light hearted and tastefully funny.

**Shareable:** Something that you know people will want to share.

**Unusual:** That will make me stop read, listen and take action.

**Relatable:** Your target market should say, this brand gets me.

**Conversational:** Startling statement, question or ask for feedback.

# INSTAGRAM CONTENT IS NOT EQUAL

- Instagram Reels
- Instagram Live
- Instagram Carousel
- Instagram Animated
- Stop doing pic POSTS



NOTE: I created a six- part video IG series

# CREATIVE CONTENT: FAVORITE APPS

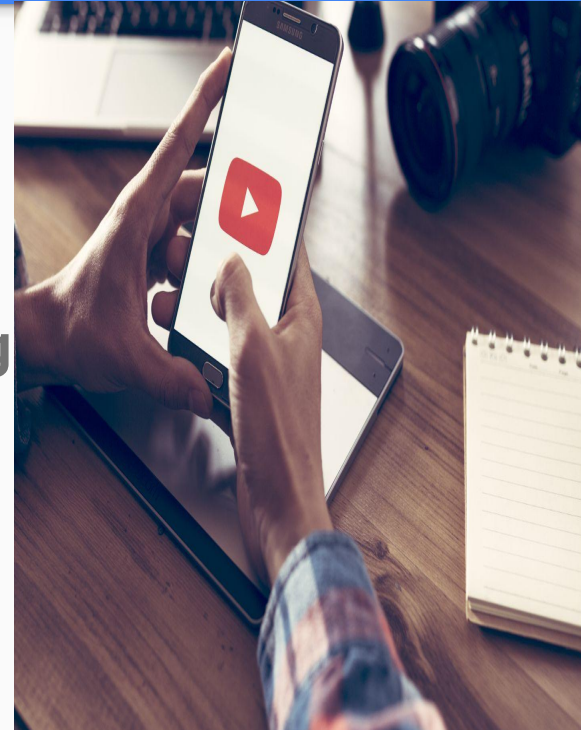
- Instagram REELS
- Canva - for everything
- Boosted
- WordSwag: Branding
- MoShow: Video w/music
- Inshot and Videoshop to convert IGTV to YouTube



# REPURPOSE CONTENT

**You can film content on one day and use it all month.**

- **Record a 2 minute video**
- **Use Rev.com to transcribe now you have a blog**
- **Take quotes from blog for Instagram**
- **Take 15 sec clips for IG/FB stories YT shorts**
- **Take 60 sec clip for Instagram Reels**





# REELS IDEAS from @Brock11Johnson

- 3 inspirational facts
- 4 quick tips
- Crash course in something
- Favorite niche related book
- Funny quote related to niche
- Biggest mistake in industry
- 4 things people don't know about what you do

[https://drive.google.com/file/d/1I61NuNa-qXkrFOxrPtIPH8cfX8EUAkq\\_/view?usp=sharing](https://drive.google.com/file/d/1I61NuNa-qXkrFOxrPtIPH8cfX8EUAkq_/view?usp=sharing)

# SAMPLE CONTENT CALENDAR

**Mindset Monday:** A one minute REEL on IG

**Tune In Tuesday:** A snap of PODCAST on all platforms

**Wednesday Wisdom:** A tip or quote (be sure to animate .mp4\_

**Throwback Thursday or Testimonial Thursday:** Photo of Happy Clients with high praise for your services

**TGIF: Start a Conversation to increase engagement**

# How to use Content Calendar

- ***Schedule every quarter***
- ***Schedule it one month at a time***
- ***Schedule each week***
- **<https://docs.google.com/spreadsheets/d/15YtIRWbV0zgm00o5Gf0mKrWH-2nrBvNiMKZ38yrws34/edit?usp=sharing>**

# The Four E's of Content Creation

1. **Educate:** teach people help solve their pain/problem
2. **Entertain:** make people laugh keep them glued to their screen
3. **Emotion:** tug at people's heart strings
4. **Engage:** get people commenting



**CONTENT CREATION**

# 80% of Content Valuable Info 10% Holidays 10% an Irresistible Offer

1. Irresistible Offer
2. Scarcity
3. Urgency
4. Risk Reversal
5. Specific link to purchase or book an appointment



# How to schedule a 1-1 session

To Schedule a session with **Deborah Deras**, to help you with your

- 1) Social Media Marketing Strategy
- 2) Developing your Social Media Content Calendar
- 3) Helping you with product/service launch
- 4) Helping you course correct
- 5) Setting up your content for optimal sales

**Click here** to schedule a session with an intake specialist

if you are not a client. <https://calendly.com/edc-sbdc>.

If you are a client email me: [dderas@smallbizla.org](mailto:dderas@smallbizla.org) and I will send scheduling link. **Subject line:** EDC Client