

# Content Planning 101

CALENDARS, CAMPAIGNS & **CONSISTENCY**



For members of the Arkadelphia  
Alliance & Area Chamber



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Before diving into content creation, **define what you hope to achieve.**

Goals could range from increasing brand awareness, driving more traffic to your website, boosting sales, or improving customer engagement.



# Goals of Social Media *for business*

- Engaging new customers
- Raising brand awareness
- Increasing traffic to your website
- Increasing sales
- Enabling direct bookings
- Customer support & feedback
- Reputation management
- Market research
- Employee engagement

# Define Your Evergreen Call-To-Action (CTA)

Using your social media and business goals, define what action or actions you want your users to take after seeing your content, that will **always apply to your business long-term.**

*This will help with content planning later.*

## CTAs

SHOP NOW

FOLLOW US

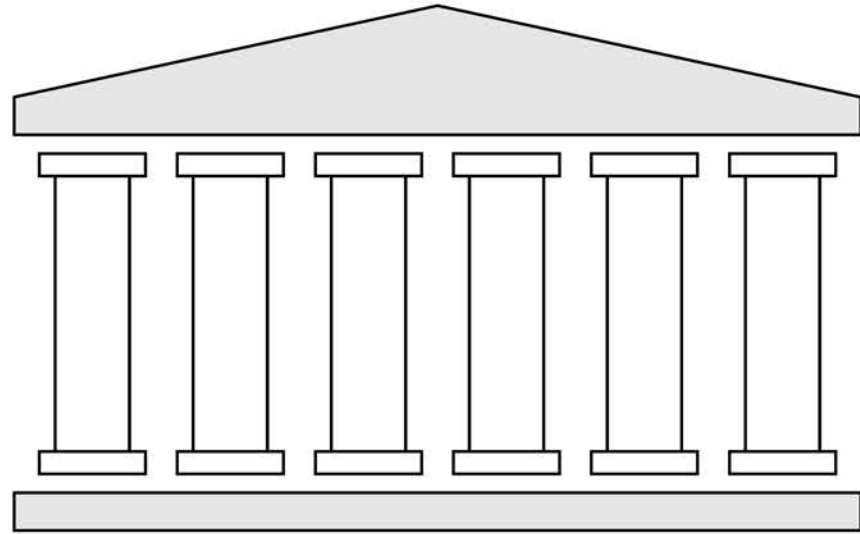
BOOK NOW

LEARN MORE

SUBSCRIBE

VISIT ONLINE

# Content Pillars



Creating content pillars is a strategic approach to organizing and producing consistent, relevant content that supports your main marketing objectives.

## Identify Your Core Themes

Choose themes that represent the key interests and needs of your target audience, and the main areas of expertise and offerings of your business.

*Start by listing out the main topics that you want to be known for.*

# Content Pillars

## Know Your Audience

Identify who your customers are and what they care about. This knowledge will guide the type of content you create, ensuring it resonates with your audience.

- Age
- Location
- Interests
- Primary Platforms
- **Challenges that you can solve.**



## Analyze Competitor Content

Look at what content is working for competitors who share your audience.

Identify gaps in their content that you can fill, or see if there's a unique angle or perspective that your business can offer better.

# Content Pillars

## Define Pillars

Formalize your content pillars based on the research.

Typically, 3-5 pillars are sufficient to cover without spreading your efforts too thin.

Each pillar should be broad enough to generate multiple pieces of content but focused enough to reflect your business's strengths and customer interests.

# Content Pillars

## ***Example***

Clothing Boutique's final pillars:

- Products & New Arrivals
- Customer Photos & Testimonials
- Fashion Tips
- Behind-the-Scenes
- Sales, Promotions & Offers



# Content Pillars

These subtopics should cover different aspects of the main theme.

## **Products & New Arrivals:**

- Seasonal Collections
- Limited Edition Releases
- Style Comparisons

## **Customer Photos & Testimonials:**

- Customer of the month
- Photo Contests
- Hashtag campaign

## **Fashion Tips:**

- Mix & Match Guides
- Accessorizing Tips
- Season Styling Tips

## **Behind-The-Scenes:**

- Meet the Team
- Production/Sourcing Process
- Brand Milestones



# Choose or Create A Content Calendar

There are multiple applications and tools available to schedule and plan out your content.

**Meta Business Suite for Facebook & Instagram** (Free)

**Buffer** (\$6 - \$12/mo. per channel)

**Hootsuite** (\$99 - \$249/ mo. up to 10 channels)

**Later** (\$16.67 - \$133.33/ mo. all channels)

**Loomly** (\$32/mo. 10 channels)

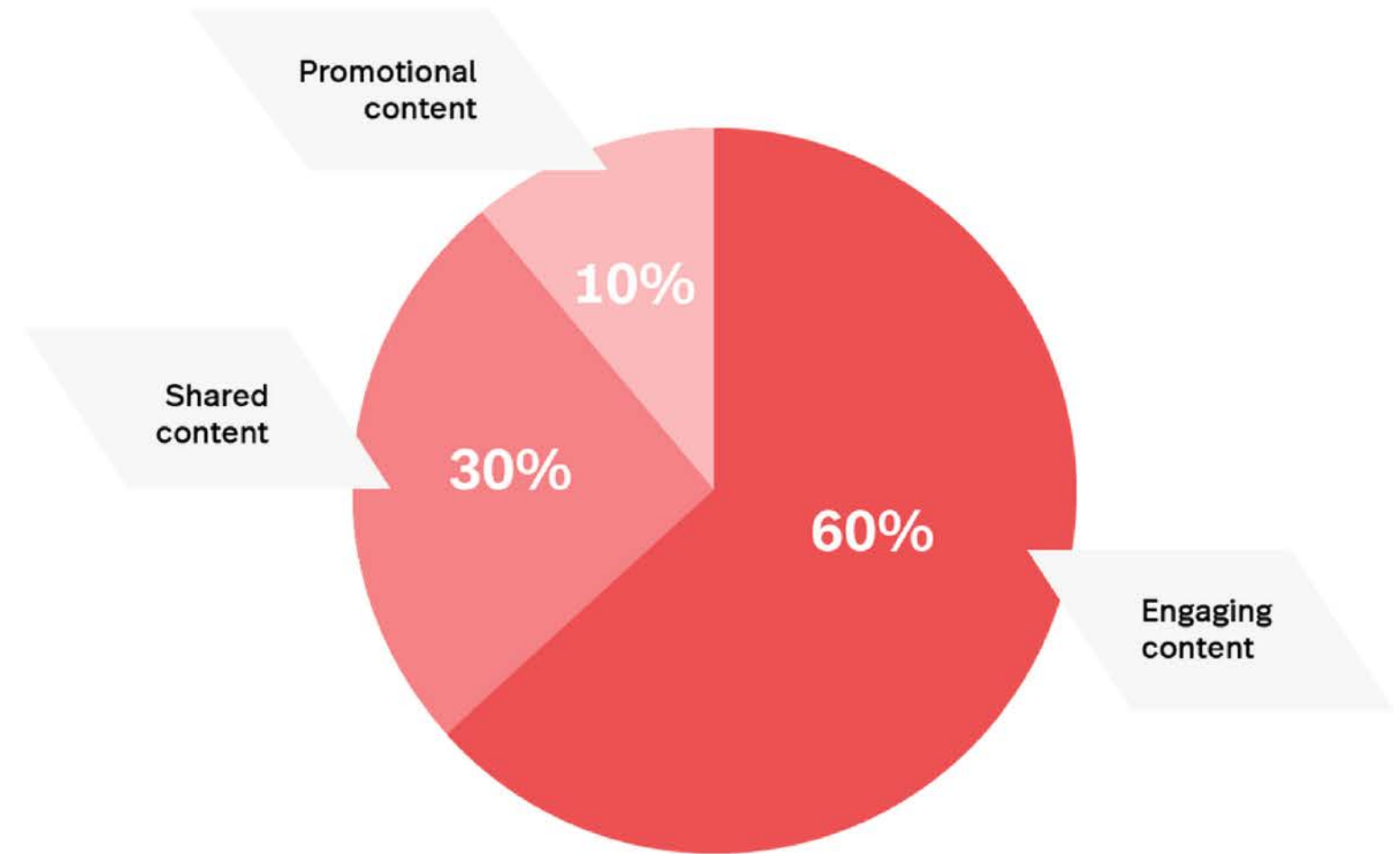
You can also create your own in programs like **Microsoft Excel!**

# Create-Your-Own Calendar Example

Status	Subject	Caption	Visuals	Notes
Monday, May 13				
Scheduled	Post Subject	Caption	<a href="#">Link to Canva Graphic</a>	
	Post Subject	Caption	<a href="#">Link to Video</a>	
Monday, May 14				
	Post Subject	Caption	<a href="#">Link to Image</a>	
Pending	Post Subject	Caption	<a href="#">Link to website</a>	working on this

# 60/30/10 Rule

- **60%** of content should be **engaging** content that gets people reacting, liking, and sharing  
(*Fashion Tips, How-To Videos, Trends*)
- **30%** should be **shared** content  
(Content from customers, trends & industry news from reputable sources)
- **10%** should be **promotional**  
(*New products, Sales, Offers*)



# Timely Content

Looking at your planner, establish any **timely content** that needs to be posted, starting with just the subjects. This is usually the easiest to come up with.

Sales, events, new products

Staff birthdays, Staff Anniversary's, national holidays, Industry/Profession holidays, community events

Starting with the **promotional timely** posts, carefully select the best time and date to post and enter those subjects in the planner.

Try to distribute evenly.

Check your audience's active time and day  
*most audience's will be more active in the evening **except LinkedIn***

# Timely Content

Then, select the proper date and time for the other **timely** posts featuring holidays and other **non-promotional** content.

Now that everything you *'have to'* post is out of the way, find the other available 'slots' on your planner with your most **active audience time** and mark those for other **promotional posts**.

Remember to limit obvious promotional posts as close as possible to 10%. Your audience does not want to feel like they are being sold something all the time.

Move non-promotional content to less active times if needed

# Brainstorming Content

For the remaining **blanks** in your planner, evenly distribute your **content pillars** in the subject lines.

*This will help guide your ideas, keep them on track with your goals, and ensure variety in your content!*

# Brainstorming Content

Using the pillars as a guide, further define the subjects for the remaining posts.

- Google frequently asked questions in your subject area
- Research trending topics and hashtags
- Browse successful social media channels for inspiration
- Keep an eye on what competitors are posting
- Don't forget about seasonal and holiday content

# Brainstorming Content - ChatGPT

Sometimes, coming up with content ideas can be hard! Using even the free version of ChatGPT can help.

## ***My prompt:***

I own a women's clothing store in a small town in southern Arkansas. It is the spring. Use my social media content pillars to come up with a 30 day social media planner with two posts a day.

My content pillars are: products and new arrivals; customer and photo testimonials; fashion tips; behind-the-scenes; and sales, promotions, and offers.

Day	Caption for Post 1 (Morning)	Caption for Post 2 (Evening)
1	"🌸 Spring into style with our brand new Spring Collection! Fresh, vibrant, and waiting for you."	"Behind every beautiful dress, there's a story. Take a peek behind the scenes of our latest collection. 📸"
2	"Fashion Tip: Pair florals with solids for a spring refresh. 🌿🌸"	"Elevate your evenings with our stunning new evening wear. ✨🌙"
3	"🌟 Today's spotlight: See how our lovely customer rocked her outfit! #CustomerLove"	"Flash Sale Alert! 🛒 Save big for the next 24 hours only!"
4	"Accessorize your Spring 🌸: Find the perfect additions to your wardrobe!"	"Join us for a styling workshop this weekend! Learn, style, and sip. 🍷👗 #FashionWorkshop"
5	"Sneak peek behind the camera 📷: Capturing the magic of our photo shoots!"	"Master transitional dressing this spring with our seasonal styling tips. 🌸👗"
6	"Styling for the weekend made easy! What's your go-to weekend look? 🌞👗"	"Hear it from our happy customers! 🌟 Loving the look, loving the vibe! #Testimonial"
7	"🛒 Sunday just got better with our exclusive promotions! Don't miss out!"	"Our team's favorite picks for spring are in! See what we're loving this season. 🌸❤️"
8	"Meet our stunning new arrivals! Which piece is your favorite? 🌸❤️"	"Incredible stories from our incredible customers! Thanks for making us a part of your style. #CustomerLove"
9	"👗 How to dress for the unpredictable spring weather - your style guide is here!"	"Midweek Madness! 🛒 Extra 20% off select items starts now!"
10	"A rare glimpse behind the scenes of our creative process. Ever wonder how we select our fabrics? 📸🌸"	"TBT to last year's favorites! Which was your favorite look? 📸👗"
11	"Fashion Tip Friday: Find out how to style this week's featured item! 🌸👗"	"Discover your evening essentials - must-have pieces for every occasion. 🌙👗"
12	"Our customers are our runway stars! Check out today's featured style. 🌟👗"	"Ready for a night out? Inspire your Saturday night style with us! 🌙👗"
13	"Sunday savings you can't miss! Swipe up for exclusive deals. 🛒💰"	"Peek behind the scenes: What does a day at our store look like? #BehindTheScenes"
14	"Mix & Match Monday: Fresh ways to wear your favorites! How do you mix yours? 🌸👗"	"Customer's choice: Check out this week's top voted item! 🗳️👗"
15	"Feeling the love! See what our customers are saying about their latest finds. 🗣️❤️"	"Coming soon: Get a first glimpse at what's next in our store! #SneakPeek"
16	"Layer like a pro with our Wardrobe Wedne... 🧥👗"	"Exclusive Sale: Mid-Week Picks just for you! 🛒❤️"



# Brainstorming Content - ChatGPT

Day	Caption for Post 1 (Morning)	Caption for Post 2 (Evening)
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2	"Fashion Tip: Pair florals with solids for a spring refresh. 🌸 🌿"	"Elevate your evenings with our stunning new evening wear. ✨ 🌙"
3	"🌟 Today's spotlight: See how our lovely customer rocked her outfit! #CustomerLove"	"Flash Sale Alert! 🔥 Save big for the next 24 hours only!"
4	"Accessorize your Spring 🌸 : Find the perfect additions to your wardrobe!"	"Join us for a styling workshop this weekend! Learn, style, and sip. 🍷 👗 #FashionWorkshop"
5	"Sneak peek behind the camera 📷 : Capturing the magic of our photo shoots!"	"Master transitional dressing this spring with our seasonal styling tips. 🌸 👗"

# Captions & Graphics

Now that you have defined the subject for all your content and when it should be posted, you can begin crafting your captions and graphics

- Make sure your captions and graphics complement each other to tell a cohesive story.
- The visual should grab the audience's attention, and the caption should add depth to the image, providing context or additional information.
- Together, they should form a compelling piece of content that conveys your message clearly and effectively.

# Captions & Graphics

Use the same colors, logos, and fonts across all of your graphics.

*Over time, you want your audience to be able to recognize when content is yours.*

Create social media templates on Canva for different types of content that you post often to save time and create consistency.

End your caption with a clear Call-To-Action (CTA).

# Captions & Graphics

When sharing links, shorten them on your graphics and in your captions by using Bit.ly or a similar application

You **do not** have to put www. or https:// on your graphics.

Gather high-quality evergreen images and b-roll of your business or products to keep on hand when creating graphics

Use font sizes, styles, and colors to create a hierarchy of information in your graphics.

# Captions - ChatGPT

This is where ChatGPT is the most useful, because you now have more concise information to feed the application.

## ChatGPT

Here's a social media caption that highlights the versatility of your new blue, medium-length dress:

"Say hello to your new wardrobe staple: the **Versatile Vogue Dress** ❤️ Effortlessly chic, this medium-length dress transitions seamlessly from office-ready with a blazer to evening elegance for a night out. Launching this Thursday—stay stylish in every setting! **#WorkToWow #BlueChic**"

This caption emphasizes the dress's flexibility for different occasions, making it an appealing choice for your audience.



# Captions - ChatGPT

**Don't** copy and paste ChatGPT captions.

**Do** use them to form your caption.

## **Final Caption:**

Say hello to your new Spring staple! ❤️ This flowy medium-length dress easily transitions to office-ready and is perfect for warmer weather. In store this Thursday!

#ootd #Springstyle #ShopLocal #TownName

# Planning Ahead

Once you have scheduled all of your content, decide when you will work on your next social media planner. It is important to stay consistent.

Test different graphic styles and lengths of captions to see what resonates best with your audience.

Use social media analytics to track engagement and refine your approach based on what works.

# *Thank You!*

## QUESTIONS?

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The logo for 'Connect @ 4' features a large green 'C' with a grey dot and a horizontal line extending to the right, followed by the text 'onnect @ 4' in a bold, black, sans-serif font.

The logo for 'arkadelphia' consists of the word 'arkadelphia' in a blue, lowercase, sans-serif font, followed by a blue circular icon with a white dot and a curved line. Below the text is the tagline 'regional economic development alliance and area chamber of commerce' in a smaller, grey, lowercase font.

*Sponsored by South Central Connect*