Elements of an editorial calendar

Primary / foundation platform
- Blog
- Primary social
- Podcast
- YouTube

Traffic platform(s)
- SEO
- Pinterest
- Facebook ads
- Other social
- Email

Trust platform(s)
- Facebook
- IG, Reels, TikTok
- YouTube

Factors for creating your own calendar

Available time
- How many hours do you reliably have available each week
- How much time does it take you to do tasks

Personal interest / passion
- How you market and what you market needs to be something you can stay consistent with
- This doesn't mean you'll always enjoy it, you just have to not loathe it
- For example: many of my peers are on Clubhouse, and I loathe it. However, Facebook works for me, even though sometimes I feel tired and need a break

Products and pricing
- Low ticket, mid-ticket or high ticket
- Volume based, versus not

Audience
- How we implement needs to align with the people we want to serve
- My avatar is on the mature side, so TikTok may or may not work for me but I'm trying it. My audience is definitely on Facebook, so giving up that platform entirely would be problematic

Creating your custom calendar

Primary / foundation platform
- Create for your primary platform first
    - This doesn't HAVE to be the blog, it needs to be the place that takes the least energy and that you enjoy the most
    - More than 50% of my blog content originates from my copy for organic Facebook marketing
- Look at your available time, and time to complete
    - Weekly is a good baseline for core content
        - Core content = a new post for your primary platform
    - Monthly is a good minimum for core content
    - More is good, if you can maintain quality,
    - Less is better than nothing, but not ideal

Traffic platform(s)
- SEO (non-negotaible, regardless of what primary platform you use)
    - When you write the post
    - Contextualize per platform
- Pinterest
    - Relevant to most niches, not all
    - Do a pin series for each new post
    - Re-pin later as a part of ongoing effort
- Facebook ads
    - If you have more money than time
    - Scale paid offers faster
- Other social
    - If you're using social for traffic
    - Especially for low volume, like social sales
- Email

Trust platform(s)
- Facebook
- IG, Reels, TikTok
- YouTube
- Email

Creating your custom calendar

Putting it together
- How many pieces of content per month
- What needs to happen each time you publish
    - Before
    - During
    - After
- What tasks do you want to batch
- What tasks are daily / ongoing

Example 1: Laura L.

Primary platform: blog
Traffic: Pinterest (+ optimizing posts for SEO)
Trust: Email (IG, *but I loathe it*)
- *** Change primary trust to Facebook Groups, because we enjoy it
Working now:
- Every other week blogging (feels good)
- Pinning daily (feels good)
- Daily active in Facebook groups (feels good)
- Instagram: hates
Write posts: 30 minutes
- Every other Monday morning-ish
- Image for blog post: great stock photos (instead of always original photos)
- Do photo when I write it
- Take a break for an hour
- Review / edit
- Publish
- Pinterest: simply included in daily pinning process
Email
- On Mondays when I don't publish, send email newsletter
Every day: Facebook groups + Pinterest
- Facebook: check throughout day as questions appear
- Pinterest: morning, 15 minutes
- Instagram: retire! Check once per month for formality because of niche

Example 2: Alanna

Primary platform: Blog + podcast
- Blog: more formal, detailed education, visuals
- Podcast: casual, personal, including experts
    - Not transcribed, but posted as blogs with show notes

Traffic:
- IG
- Search

Trust:
- Instagram + auto post to page
- Podcast

What is working:
- Publish blog post on Sundays
    - Batch on plannely / auto-scheduled for IG
    - IG had a theme for the week, based on the blog post
- Scheduling podcasts for Wednesdays
    - Share soundbyte on IG. (not automated)
    - Publish post with podcast + show notes

Example 3: Alison

AlisonReeves.co
- Success interviews - 2x per month
    - Published as blog posts
    - Pinned
    - Emailed to my list
    - Shared to the group
    - Shared on IG
- Weekly live trainings
    - Published as blog posts
    - Pinned
    - Emailed
    - Shared to the group
    - Shared on IG
- Daily / ongoing tasks
    - Daily social post
        - Drawn from: content from that week

- Or launch I'm doing
- Based on sales calls or coaching calls
- Pinterest
- Facebook ads management
-