

Part One: How to Choose Your Topics & Organize Your Content Calendar



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Cover Page

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How to Build an Effective Content Calendar

Discover why and how to build your content calendar, and how to use it to plan your content strategy and improve your content marketing.

There isn't a one-size-fits-all when it comes to content calendars. You might have to try out a different format before finding one that works for your workflow.

But whether you use a simple spreadsheet or a fancy content calendar tool, you'll want to make sure you're using it to plan your content strategy and improve your content marketing.



Page 3

Identify Your Topics

Complete your list of topics and topics in order of importance.

1. Brainstorm

2. Research

3. Validate

A single idea can inspire you to dig deeper, and you can use your list to generate and grow your content.

If you have multiple services or categories that you need to give attention to equally, make sure your topic list covers each of them. Alternatively, use your list to focus on one service alone.



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Part Two:
How to
Upgrade, Share
and Repurpose
Your Content

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Part Three:
Evaluate,
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and
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Robert C. Feenstra, Alan M. Taylor



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