

1 GREETINGS FROM VALUABLE CONTENT

If getting more results from your content marketing is one of your 2014 business resolutions then 'congratulations' &

'THIS IS FOR YOU!'

Top marks for deciding to ramp your content marketing efforts up a notch. Creating and sharing valuable content really is the best way to win more business today, but, as you know, it takes a lot of thought, planning and hard work. This content calendar will help join up your content with your business goals – which, after all, is the point of creating

2 → **ALL THAT FANTASTIC STUFF.**

3 HOW YOUR VALUABLE CONTENT CALENDAR WILL HELP

The calendar is not your content strategy (call us if you need help putting a strategy together for your business) but it's a simple and practical way of putting your strategy into action. It's a way to turn good content ideas into action – to get important stuff done.

We think you'll find the act of filling in the calendar useful. You'll get a clear picture of the story you're telling, the sector you are targeting, and the conversations you want to be hosting.

You'll also be able to see any gaps, to tell if you're focusing too strongly in one area at the expense of another, and if your targets are realistic. And crucially you'll be able to keep tabs on your results. Which content works best?

LEARN, REFINE, REPEAT.

4 GOOD LUCK!

We know from experience that deadlines help – there's nothing like a bit of public commitment and a good shot of accountability to make sure tasks get completed. So get names and dates attached to the content pieces, display the calendar for everyone to see, and you'll be able to stay ahead of the game.

LET US KNOW HOW YOU GET ON.

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