

THE  
BRANDING  
*babe*

*the*

# CONSISTENT CONTENT calendar



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hey, babe

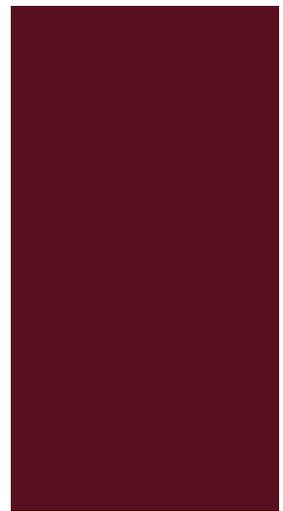
# HERE'S THE DEAL

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THE BRANDING  
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## CREATING CONSISTENT CONTENT FOR YOUR BRAND IS THE KEY TO YOUR SUCCESS

You've heard the phrases "consistency is key" and "practice makes perfect". When it comes to your brand, these statements are 100% true! Once you've established your brand's story & visual identity, the

next step is to create an abundance of content that connects back to these foundations. On the next few pages, you'll find my strategy for consistent content, and my go-to templates for content planning.

stay connected



INSTAGRAM



FACEBOOK



PINTEREST

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# *a fail proof method* **FOR CONSISTENT CONTENT**

Now that you've built out your brand story and understand your ideal audience, it's time to put all of that work into play. When creating content for social media, coming off as personable and relatable to your ideal audience is key. That's why I use the Content Categories Method. Think back to your values and interests you have in common with your audience. Which of these values and interests are you most passionate about? Narrow it down to five topics (or content categories) that will spark the most conversation & engagement between you and your crowd. These are the five topics that you will consistently use moving forward to create content for your brand.

*my* **5**

**Remember:** we want people invested in YOU, not just your products or services. People will care about YOU and your personal story! So don't be afraid to be vulnerable.

## **CONTENT CATEGORIES**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

*etc...*



my tips

# FOR STAYING ON TRACK

## ASSIGN A CATEGORY TO EACH WEEKDAY

You can assign one content category to each weekday (Monday-Friday) to streamline your planning process. Category 1 on Monday, 2 on Tuesday, and so on!

## USE PLANNING APPS

Download an app like [Preview](#), [Plann](#) or [Planoly](#) to visualize your Instagram feed beforehand, pre-write content, and save hashtags for each of your categories.

## STAY AHEAD OF THE GAME

Capture images and prepare image galleries for each of your categories at the start of every month, so you always have content ready to pull from when in need!

## LEAD FROM YOUR BLOG

If your goal is to get more website traffic (& sell more products and services), try having your blog content lead your social media content. For every blog post you write, make sure you're creating social posts to promote them. This will help direct traffic to your website, and ideally get you more subscribers/readers.

## SCHEDULE TIME FOR REST

I recommend posting to the 5 categories 5 days a week so you can schedule in at least 1 day for a social media break, and another day for content planning.



monthly

# CONTENT CALENDAR

template

Here's what my monthly content calendar looks like.

Sunday is my content planning day for the week ahead.

| MY CONTENT CATEGORIES           | SUN              | MON                           | TUE          | WED          | THU          | FRI          | SAT     |
|---------------------------------|------------------|-------------------------------|--------------|--------------|--------------|--------------|---------|
| 1 WOMEN EMPOWERING WOMEN        | CONTENT PLANNING | FB, IG, BLOG & PINTEREST<br>1 | FB & IG<br>2 | FB & IG<br>3 | FB & IG<br>4 | FB & IG<br>5 | DAY OFF |
| 2 BTS/ HARD WORK IN PROGRESS    | CONTENT PLANNING | FB, IG, BLOG & PINTEREST<br>2 | FB & IG      | FB & IG      | FB & IG      | FB & IG      | DAY OFF |
| 3 CLIENT LOVE/ CLIENT SPOTLIGHT | CONTENT PLANNING | FB, IG, BLOG & PINTEREST<br>3 | FB & IG      | FB & IG      | FB & IG      | FB & IG      | DAY OFF |
| 4 BRANDING TIPS & DIY ADVICE    | CONTENT PLANNING | FB, IG, BLOG & PINTEREST<br>4 | FB & IG      | FB & IG      | FB & IG      | FB & IG      | DAY OFF |
| 5 ALL ABOUT ME/ FUN FACTS       | CONTENT PLANNING | FB, IG, BLOG & PINTEREST      | FB & IG      | FB & IG      | FB & IG      | FB & IG      | DAY OFF |

I make sure to keep a note of my content categories here, and mark the days I will post to each category on the calendar.

On Mondays I write and publish blog posts, as well as schedule Pinterest posts. I rotate my categories weekly for this content - a different category every Monday.

I only post to Facebook & Instagram a regular five days a week.

Saturday is my day off. No posting. No planning. Just chillin.



THE PLAN ABOVE IS WHAT WORKS FOR ME. NOW IT'S TIME FOR YOU TO FIGURE OUT WHAT WORKS FOR YOU! USE THE BLANK TEMPLATE ON THE NEXT PAGE TO CREATE YOUR OWN MONTHLY CONTENT CALENDAR.



*monthly*

# CONTENT CALENDAR

MY CONTENT CATEGORIES

1

2

3

4

5

SUN

MON

TUE

WED

THU

FRI

SAT

NOTES:

*weekly*

# CONTENT CALENDAR

*template*

Use this weekly content calendar to break things down even further for yourself. The more details the better the plan!

WEEK OF: \_\_\_\_\_

|               |                 |                  |                 |
|---------------|-----------------|------------------|-----------------|
| <p>MONDAY</p> | <p>TUESDAY</p>  | <p>WEDNESDAY</p> | <p>THURSDAY</p> |
| <p>FRIDAY</p> | <p>SATURDAY</p> | <p>SUNDAY</p>    | <p>NOTES:</p>   |

IMPORTANT NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

HIGH-FIVE, BABE!  
CONSIDER YOUR CONTENT PLANNED.



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