

# CONTENT CALENDAR TEMPLATE

---

**Welcome to the Blackjet Marketing tribe!**

**As part of the tribe we hope to add value to how you implement your marketing.**

*"I Used To Post Social Media Posts, And Hear Radio Silence, Or, Even Worse, I Didn't Know What To Post, So Just Wouldn't Post At All."*

*"Buy our XYZ product"*

*"We are the best"*

*It. Was. Such. A. Waste.*

*That is EXACTLY how everyone else runs their online marketing.*

*Either posting terrible content (sorry!)*

*Or too scared to post at all!*

*I realised there had to be more to it than this,*

*So, I went out and curated a way for my brand message to cut through the noise,*

*For people to stand up and notice,*

*For people to nod their head in agreement upon interacting with our brand saying; "that's me!!, I need this XYZ product"*

*For people to say, wow, I NEED this product or service NOW, it's going to solve all my pains/problems/desires/fears.*

*This curated module; is a proven formula programme to help other businesses cut through the online noise,*

*understand their TRUE audience, and curate their story, their why, their purpose.*

*And then not only that, but take it to the next level by implementing content pillars, standards,*

*and create content that RESONATES with their audience rather than speak AT their audience.*

*Content marketing doesn't need to be complicated or overwhelming, it just needs to be carefully thought out and planned.*

*The beautiful thing about the Blackjet way of marketing, is that it applies to any industry, for any product or service, and it works!*

*Using this FREE Content Calendar template you can get started on planning your content and rolling it out. It's that easy.*

*Prepare for Take Off. Let's Fly High!*

Christine Westbury,  
Founder, Blackjet Marketing

[www.blackjet.co.nz](http://www.blackjet.co.nz)

BLACKJET  
MARKETING

# CONTENT CALENDAR TEMPLATE

---

## HOW TO USE THIS CONTENT CALENDAR TEMPLATE

1. Print off the template. We recommend planning roughly 90 days.
2. Add Month and Date details.
3. Add events and milestones of interest to the audience; Father's Day, Mother's Day, Black Friday.
4. Create ideas around those events/milestones for content. What do the weeks leading up to that date look like?
5. Create a theme for a week or for a month and roll out content relevant to that theme.
6. Fill in the gaps in the weeks/days with other content types; testimonials, blogs, resharing user generated content.
7. If you have Content Pillars set for your brand/business, implement these.

## TOP TIPS:

- A Content Calendar should be flexible
- Brainstorm content and be flexible with moving content depending on what is happening
- Have the printed calendar somewhere visible to guide your tasks
- Start with a few key posting dates and build from there.

Looking for more ideas? Contact Blackjet for a free chat - [www.blackjet.co.nz](http://www.blackjet.co.nz)

JANUARY						
SUNDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	How To Blog Email blast Social post		Testimonial		Added value recipe or tip tip post	
Reshare news article		Client Feature Blog Email blast social post		Brand story post		Sunday week email post
	Company News Blog Email blast social post		Testimonials		Reshare article or blog	
Highlight posts from an older article		Start video Email blast social post		Reshare user generated content		
	Sale promotion Email blast social post		How To Video		Repost an older company blog	

BLACKJET  
MARKETING

# JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	How To Blog Email blast Social post		Testimonial		Added value recipe or top tip post	
Reshare news article		Client Feature Blog Email blast Social post		Brand story post		Sunday week ahead post
	Company News Blog Email blast Social post		Testimonial		Reshare article or blog	
Highlight points from an older article		Staff Video Email blast Social post		Reshare user generated content		
	Sale promotion Email blast Social post		How To Video		Repost an older company blog	

---

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY