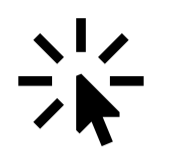


90 Day Content Cal

The beacon of content. Use this doc as your compass to navigate your content strategy, ensuring consistency across the quarter.



Plan Purpose:

A 3-month Content Calendar for [company name], an [include what the company does].

Our plan leverages [describe all encompassing strategy], which will drive [all encompassing goal]



Content Plan Goals:

1. Develop foundational documents:
Content Strategy + TOV doc
2. [describe goal 2]
3. [describe goal 3]

Content Overview

Format	[Month 1] (Weeks 1-4)	[Month 2] (Weeks 5-8)	[Month 3] (Weeks 9-12)
Key Focus	[describe the focus area for the specific month]		
Foundational Documents	<ul style="list-style-type: none"> • Content Pillars + strategy • 90-Day Content Calendar • TOV doc 	[add any additional key documents that our team will help develop, all should be relevant to their content strategy]	
Social (channels)	[add key strategic optimizations and amount of posts the storyarb will help create]		
Website	[add web pages our team will write copy for]		
Email	[add email sends and sequences our team will write copy for]		
Blog	[add blog articles our team will write copy for]		
Estimated Content Requests	XX/20	XX/20	XX/20

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Content Pillars

[Pillar 1]	[Pillar 2]	[Pillar 3]	[Pillar 4]
[key focus point]	[key focus point]	[key focus point]	[key focus point]
[key focus point]	[key focus point]	[key focus point]	[key focus point]

Monthly Breakdown

Month 1: Optimize Channels

- 🎯 **Key focus:**
 1. [describe the focus area for the specific month]

- Pillar focus:**
 - [describe the relevant pillar focus]

Weeks 1-2: Strategy and Setup

- [insert channel that should be optimized and/or audited]
- [] Define content pillars and content strategy
- [] Create 90-day content calendar

Weeks 3-4: Initial Content Creation and [insert additional focus]

- [] Develop TOV document
- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]
- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]

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Month 2: Launch Strategy

- 🎯 **Key focus:**
1. [describe the focus area for the specific month]

- Pillar focus:**
- [describe the relevant pillar focus]

Weeks 5-6: In-Depth Content Development

- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]

Weeks 7-8: [Insert focus]

- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]

Month 3: Expand Reach

- 🎯 **Key focus:**
1. [describe the focus area for the specific month]

- Pillar focus:**
- [describe the relevant pillar focus]

Weeks 9-10: In-depth Content Development

- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]

Weeks 11-12: [Insert focus]

- [] [include specific content that will be produced through the content engine]
 - Purpose: [describe purpose]
 - Topics: [include topics for the content]