







SAMPLE 2018 content plan




CLIENT LOGO GOES HERE.

TABLE AND HEADINGS COLOUR CODED BASED ON CLIENT'S LOGO

Client specific url's are also added

	Facebook <i>Also use the #marketingmonday posts on the two Athena groups too</i>	Twitter <i>Depending if your Twitter account enables the lower/higher number of characters, posts may need to be amended</i>	Linkedin <i>Use some of the posts and create longer versions of them and posts on Linkedin as articles too (as well as just posts)</i>	Image
MONTH 1 – April/May				
Theme – Websites				
Week 1 – w/c 23rd April				
<i>Post 1</i>	GDPR is coming next month! Is your website ready? What should be included in your privacy policy? Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/what-should-you-include-in-your-privacy-notice/	#GDPR is coming next month! Is your website ready? What should be included in your privacy policy from #ICO Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/what-should-you-include-in-your-privacy-notice/	GDPR is coming next month! Is your website ready? What should be included in your privacy policy? Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/what-should-you-include-in-your-privacy-notice/	
	We can help		We can help	
<i>Post 2</i>	Small Business Owners – How to make your Website GDPR Compliant	Small Business Owners – How to make your Website GDPR Compliant compliant/ #wednesdaywisdom #GDPR	Small Business Owners – How to make your Website GDPR Compliant	

<p>Post 3</p>	<p>“Client Name made the process smooth, straight forward, easy and well worth it!” #fanpagefriday</p>	<p>“Client Name made the process smooth, straight forward, easy and well worth it!” #fanpagefriday</p>	<p>“Client Name made the process smooth, straight forward, easy and well worth it!” #fanpagefriday</p>	
<p>Week 2 – w/c 30th April</p>				
<p>Post 1</p>	<p>Have you heard of an SSL certificate? Do you have one on your website? Looking to find out how an SSL certificate can boost your SEO with Google? Ask us! #mondaymotivation</p>	<p>Have you heard of an SSL certificate? Do you have one on your website? Looking to find out how an #SSLCertificate can boost your #SEO with Google? Ask us! #mondaymotivation</p>	<p>Have you heard of an SSL certificate? Do you have one on your website? Looking to find out how an SSL certificate can boost your SEO with Google? Ask us! #mondaymotivation</p>	
<p>Post 2</p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO! https://www.facebook.com/AthenaConnection/</p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO! @AthenaNetwork</p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO!</p>	
<p>Post 3</p>	<p>Not surprisingly, we are Wordpress fans! Why? The plugins enable you to do anything you want to with your site from ecommerce to taking payments, analytics, surveys, blogs, imagery and much more! Confused and want to know what is best for you? Ask our expert Client Name! https://wordpress.org/plugins/ 07967 033812 or</p>	<p>Not surprisingly, we are Wordpress fans! Why? The plugins enable you to do anything you want to with your site from ecommerce to taking payments, analytics, surveys, blogs, imagery and much more! Confused and want to know what is best for you? Ask our expert Client Name! https://wordpress.org/plugins/ 07967 033812 or #fanpagefriday</p>	<p>Not surprisingly, we are Wordpress fans! Why? The plugins enable you to do anything you want to with your site from ecommerce to taking payments, analytics, surveys, blogs, imagery and much more! Confused and want to know what is best for you? Ask our expert Client Name! https://wordpress.org/plugins/ 07967 033812 or</p>	
<p>Week 3 – w/c 7th May</p>				


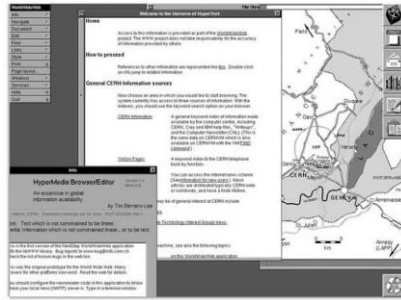

<p><i>Post 1</i></p>	<p>We love Wordpress and here is why https://en.blog.wordpress.com/ With easy plug ins, new technological advances, supporting service, simple hosting and more, what's not to love!</p>	<p>We love Wordpress and here is why https://en.blog.wordpress.com/ With easy plug ins, new technological advances, supporting service, simple hosting and more, what's not to love! #Wordpress #tuesdaythoughts</p>	<p>We love Wordpress and here is why https://en.blog.wordpress.com/ With easy plug ins, new technological advances, supporting service, simple hosting and more, what's not to love!</p>	
<p><i>Post 2</i></p>	<p>Helping your business to shine Clear Messages – creating clarity out of chaos Great Website Design – making your business shine online SEO Reviews & Updates – time for a website health check #marketingmonday</p>	<p>Helping your business to shine Clear Messages Great Website Design SEO Reviews & Updates #marketingmonday</p>	<p>Helping your business to shine Clear Messages – creating clarity out of chaos Great Website Design – making your business shine online SEO Reviews & Updates – time for a website health check #marketingmonday</p>	
<p><i>Post 3</i></p>	<p>This week is #nationaldoughnutweek Jam, icing or a hole in the middle, what's your preference? Here at Client Name, we build websites to your preference! Your website, your way</p>	<p>This week is #nationaldoughnutweek Jam, icing or a hole in the middle, what's your preference? Here at Client Name, we build websites to your preference! Your website, your way</p>	<p>This week is #nationaldoughnutweek Jam, icing or a hole in the middle, what's your preference? Here at Client Name, we build websites to your preference! Your website, your way</p>	
<p>Week 4 – 14th May</p>				
<p><i>Post 1</i></p>	<p>We offer site reviews, recommend actions and we can update your site! #mondaymotivation #marketingmonday We make sure you get your site seen, noticed and visited!</p>	<p>We offer site reviews, recommend actions and we can update your site! #mondaymotivation #marketingmonday We make sure you get your site seen, noticed and visited!</p>	<p>We offer site reviews, recommend actions and we can update your site! #mondaymotivation #marketingmonday We make sure you get your site seen, noticed and visited!</p>	

<p><i>Post 2</i></p>	<p>How to write a great meta description! A good meta-description is really important to get you further up the search results in Google. Why is a meta description important? What not to do with Meta Descriptions? Get your meta description checklist here</p>	<p>What is a meta description? How to write a great #metadescription A good meta-description is really important to get you further up the search results in Google. Read our top tips #wednesdaywisdom</p>	<p>How to write a great meta description! A good meta-description is really important to get you further up the search results in Google. Why is a meta description important? What not to do with Meta Descriptions? Get your meta description checklist here</p>	
<p><i>Post 3</i></p>	<p>“I was somewhat daunted by the task of rebranding my business and setting up a new website so was very pleased that Client Name managed the whole project for me. I feel my new branding, messaging and logo really reflect my business. She took the time to understand my business and where I was coming from and brought plenty of her own ideas too. I now have a website that meets the needs of my business going forward. I’ve really enjoyed working with Client Name. She is friendly and professional and knows what she is talking about. She gave me the peace of mind that everything was under control. Thank you Client Name.”</p>	<p>“I was somewhat daunted by the task of rebranding my business and setting up a new website so was very pleased that Client Name managed the whole project for me. I now have a website that meets the needs of my business going forward. She is friendly and professional and knows what she is talking about.” #fanpagefriday</p>	<p>“I was somewhat daunted by the task of rebranding my business and setting up a new website so was very pleased that Client Name managed the whole project for me. I feel my new branding, messaging and logo really reflect my business. She took the time to understand my business and where I was coming from and brought plenty of her own ideas too. I now have a website that meets the needs of my business going forward. I’ve really enjoyed working with Client Name. She is friendly and professional and knows what she is talking about. She gave me the peace of mind that everything was under control. Thank you Client Name.”</p>	



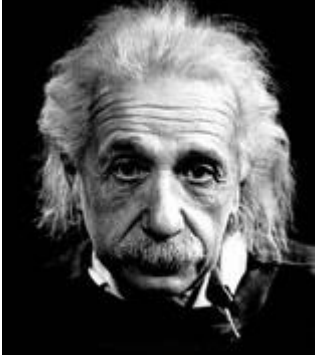
MONTH 2 - May/June

Theme – SEO and keywords


Week 1 – w/c 21st May





<p>Post 1</p>	<p>The schools holidays are coming up! So how can you make sure your website and business is still seen whilst you take time off with the kids? Automate! Use the Wordpress tools to schedule in posts and page updates. Google will be happy, your business will be seen and you get some well deserved family time! Ask us how</p>	<p>The schools holidays are coming up! So how can you make sure your website and business is still seen whilst you take time off with the kids? Automate! Use the #Wordpress tools to schedule in posts and page updates. Ask us how</p>	<p>The schools holidays are coming up! So how can you make sure your website and business is still seen whilst you take time off with the kids? Automate! Use the Wordpress tools to schedule in posts and page updates. Google will be happy, your business will be seen and you get some well deserved family time! Ask us how</p>	
<p>Post 2</p>	<p>The world's first website went online 25 years ago. Invented by Tim Berners Lee, the first website went live at research lab CERN in 1990 https://www.telegraph.co.uk/technology/internet/12061803/The-worlds-first-website-went-online-25-years-ago-today.html #throwbackthursday If your website is stuck in the past, ask Client Name!</p>	<p>The world's first website went online 25 years ago! https://www.telegraph.co.uk/technology/internet/12061803/The-worlds-first-website-went-online-25-years-ago-today.html #throwbackthursday If your website is stuck in the past, ask Client Name!</p>	<p>The world's first website went online 25 years ago. Invented by Tim Berners Lee, the first website went live at research lab CERN in 1990 https://www.telegraph.co.uk/technology/internet/12061803/The-worlds-first-website-went-online-25-years-ago-today.html #throwbackthursday If your website is stuck in the past, ask Client Name!</p>	
<p>Post 3</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and Client Name our services. Thank you!</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and Client Name our services. Thank you! #fanpagefriday</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and Client Name our services. Thank you!</p>	


Week 2 – w/c 28th May

<p><i>Post 1</i></p>	<p>Enjoy the Bank Holiday weekend, we are closed today but back open tomorrow! You can always leave us a message if you are working and we will respond asap!</p>	<p>enjoy the Bank Holiday weekend, we are closed today but back open tomorrow! You can always leave us a message if you are working and we will respond asap! #maybankholiday</p>	<p>Enjoy the Bank Holiday weekend, we are closed today but back open tomorrow! You can always leave us a message if you are working and we will respond asap!</p>	
<p><i>Post 2</i></p>	<p>Why You Need a Website! If you don't have a website, you're losing business to other companies that do https://www.entrepreneur.com/article/65204</p>	<p>Why You Need a Website! If you don't have a website, you're losing business to other companies that do https://www.entrepreneur.com/article/65204 #tuesdaythoughts</p>	<p>Why You Need a Website! If you don't have a website, you're losing business to other companies that do https://www.entrepreneur.com/article/65204</p>	
<p><i>Post 3</i></p>	<p>“Creativity is intelligence having fun.” — Albert Einstein</p>	<p>“Creativity is intelligence having fun.” — Albert Einstein #mondaymotivation</p>	<p>“Creativity is intelligence having fun.” — Albert Einstein</p>	

Week 3 – w/c 4th June

<p><i>Post 1</i></p>	<p>The World Cup kicks off next week and no doubt the coaches and managers will be brainstorming tactics and giving a clear message! At Client Name and Associates, we offer clear Branding & Messaging – creating clarity out of chaos</p>	<p>The #WorldCup kicks off next week and no doubt the coaches and managers will be brainstorming tactics and giving a clear message! At Client Name and Associates, we offer clear Branding & Messaging – creating clarity out of chaos</p>	<p>The World Cup kicks off next week and no doubt the coaches and managers will be brainstorming tactics and giving a clear message! At Client Name and Associates, we offer clear Branding & Messaging – creating clarity out of chaos</p>	
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<p><i>Post 2</i></p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO! https://www.facebook.com/AthenaConnection/</p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO! @AthenaNetwork</p>	<p>Looking forward to my Athena network meeting today! I will be talking today about websites, design, build and SEO!</p>	
<p><i>Post 3</i></p>	<p>The 10 Most Deadly Mistakes in Website Design – from poor navigation, broken links and poor design, read how not to do it! https://www.entrepreneur.com/article/234129</p>	<p>The 10 Most Deadly Mistakes in Website Design – from poor navigation, broken links and poor design, read how not to do it! https://www.entrepreneur.com/article/234129 #wednesdaywisdom</p>	<p>The 10 Most Deadly Mistakes in Website Design – from poor navigation, broken links and poor design, read how not to do it! https://www.entrepreneur.com/article/234129</p>	
<p>Week 4 – w/c 11th June</p>				
<p><i>Post 1</i></p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you!</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you! #fanpagefriday</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you!</p>	
<p><i>Post 2</i></p>	<p>“Marketing is a contest for people's attention” Seth Godin</p>	<p>“Marketing is a contest for people's attention” Seth Godin #tuesdaythoughts</p>	<p>“Marketing is a contest for people's attention” Seth Godin</p>	





<p><i>Post 3</i></p>	<p>Using video as part of your marketing strategy. 61% of businesses currently use video as part of their marketing strategy. So why is it so popular https://pinpointmarketingconsultancy.co.uk/2018/01/10/using-video-as-part-of-your-marketing-strategy/</p>	<p>Using video as part of your marketing strategy. 61% of businesses currently use video as part of their marketing strategy. So why is it so popular https://pinpointmarketingconsultancy.co.uk/2018/01/10/using-video-as-part-of-your-marketing-strategy/ #marketingmonday #videomarketing</p>	<p>Using video as part of your marketing strategy. 61% of businesses currently use video as part of their marketing strategy. So why is it so popular https://pinpointmarketingconsultancy.co.uk/2018/01/10/using-video-as-part-of-your-marketing-strategy/</p>	
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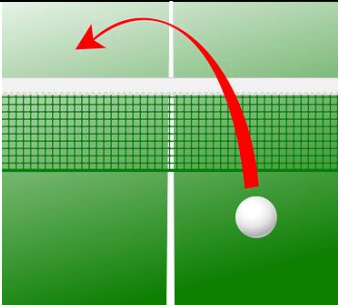
MONTH 3 – June/July



Theme – messaging, content, copy and branding

Week 1 – w/c 18th June

<p><i>Post 1</i></p>	<p>As well as writing copy for my websites, I can provide content for blogs, brochures, white papers etc. I am good at grasping ideas quickly and communicating the big ideas clearly and engaging with your audience. I also know when to ask for input to ensure I am on the right track. Click here for examples</p>	<p>As well as writing copy for my websites, I can provide content for blogs, brochures, white papers etc. I am good at grasping ideas quickly and communicating the big ideas clearly and engaging with your audience. Click here for examples #marketingmonday</p>	<p>As well as writing copy for my websites, I can provide content for blogs, brochures, white papers etc. I am good at grasping ideas quickly and communicating the big ideas clearly and engaging with your audience. I also know when to ask for input to ensure I am on the right track. Click here for examples</p>	
<p><i>Post 2</i></p>	<p>“They always say time changes things, but you actually have to</p>	<p>“They always say time changes things, but you actually have to</p>	<p>“They always say time changes things, but you actually have to</p>	

	change them yourself." Andy Warhol	change them yourself." Andy Warhol	change them yourself." Andy Warhol	
<i>Post 3</i>	Today (June 20 th) is the first day of summer! Time to dust you're your marketing and webpages and throw some new light on them! Don't leave your website in the shade.	Today (June 20 th) is the first day of summer! Time to dust you're your marketing and webpages and throw some new light on them! Don't leave your website in the shade.	Today (June 20 th) is the first day of summer! Time to dust you're your marketing and webpages and throw some new light on them! Don't leave your website in the shade.	
Week 2 – w/c 25th June				
<i>Post 1</i>	Keywords! How to choose the right ones for your business? Use the Google planner https://adwords.google.com/intl/en_uk/home/tools/keyword-planner/	Keywords! How to choose the right ones for your business? Use the Google planner https://adwords.google.com/intl/en_uk/home/tools/keyword-planner/ #mondaymotivation #marketingmonday	Keywords! How to choose the right ones for your business? Use the Google planner https://adwords.google.com/intl/en_uk/home/tools/keyword-planner/	
<i>Post 2</i>	SEO is an ongoing process and the best way to build and maintain a good ranking in the search engines is to keep your site active and current. Ideas of how to do this include regularly updating your content, listings, and blogging. More tips and ideas	SEO is an ongoing process and the best way to build and maintain a good ranking in the search engines is to keep your site active and current. How? Regularly updating your content, listings, and blogging. More tips and ideas	SEO is an ongoing process and the best way to build and maintain a good ranking in the search engines is to keep your site active and current. Ideas of how to do this include regularly updating your content, listings, and blogging. More tips and ideas	
<i>Post 3</i>	"Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning" - Maya Angelou	"Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning" - Maya Angelou	"Words mean more than what is set down on paper. It takes the human voice to infuse them with deeper meaning" - Maya Angelou	
Week 3 – 2nd July				

<p>Post 1</p>	<p>GDPR is here so is your website ready? What should be included in your privacy policy? Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notice-what-should-you-include-in-your-privacy-notice/</p> <p>We can help</p>	<p>#GDPR is here! Is your website ready? What should be included in your privacy policy from #ICO Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notice-what-should-you-include-in-your-privacy-notice/</p>	<p>GDPR is here so is your website ready? What should be included in your privacy policy? Find out here https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notice-what-should-you-include-in-your-privacy-notice/</p> <p>We can help</p>	
<p>Post 2</p>	<p>“Enthusiasm for my business that reflected mine” #fanpagefriday</p>	<p>“Enthusiasm for my business that reflected mine” #fanpagefriday</p>	<p>“Enthusiasm for my business that reflected mine” #fanpagefriday</p>	
<p>Post 3</p>	<p>“You cannot manage what you cannot measure” Do you use Google Analytics to review your website traffic, visitors, engagement and clicks https://www.google.com/analytics Ask us what you should be looking for</p>	<p>“You cannot manage what you cannot measure” Do you use Google Analytics to review your website traffic, visitors, engagement and clicks https://www.google.com/analytics Ask us what you should be looking for #googleanalytics #google #websites</p>	<p>“You cannot manage what you cannot measure” Do you use Google Analytics to review your website traffic, visitors, engagement and clicks https://www.google.com/analytics Ask us what you should be looking for</p>	
<p>Week 4 – 9th July</p>				
<p>Post 1</p>	<p>It’s Wimbledon week! We can’t play Tennis, but we certainly can ace websites! Ask for a review on how your website is doing</p>	<p>It’s Wimbledon week! We can’t play Tennis, but we certainly can ace websites! Ask for a review on how your website is doing / #marketingmonday</p>	<p>It’s Wimbledon week! We can’t play Tennis, but we certainly can ace websites! Ask for a review on how your website is doing</p>	

<p><i>Post 2</i></p>	<p>Is my website mobile friendly/mobile responsive? https://search.google.com/test/mobile-friendly Ask us any questions about your website or via our social media profiles</p>	<p>Is my website mobile friendly/mobile responsive? https://search.google.com/test/mobile-friendly Ask us any questions about your website or via our social media profiles #wednesdaywisdom</p>	<p>Is my website mobile friendly/mobile responsive? https://search.google.com/test/mobile-friendly Ask us any questions about your website or via our social media profiles</p>	
<p><i>Post 3</i></p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you!</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you! #fanpagefriday</p>	<p>Can we ask you please to leave us a review on Facebook if you have experienced and enClient Nameyed our services. Thank you!</p>	

To be continued ...

Client Name to upload the posts via Twitter and LinkedIn (using Hootsuite) and directly to Facebook

Posts to also be used in:

- Newsletter
- Website/webpage
- Athena minute
- Blog

Client Name to source additional images. Images above are sourced from Pixabay. If you want to overlay wording over your images in your chosen font/colours, download the App called Wordswag

Client Name will review own profiles in terms of analytics (to be able to gauge activity and its impact, please take a snapshot of stats eg followers etc before the work starts and then after the 3 months)