

Advanced Marketing

Our Goal

Idea Zone
(to think about later)

3 Things We Can Do
This Year

1. _____

2. _____

3. _____

Notes:

3 Things We Can Do
Before Next Summer

1. _____

2. _____

3. _____

Notes:

Your Website's Keywords

Your Website's Goals

Evaluation Tools for Social and Web

How will you know that what you're doing is working? You need a way to measure the effectiveness of the communication. If the plan is not working and you are not meeting the communication objectives, it has to be re-designed to be more effective.

1. Engagement metrics: Utilize data from your website, emails, social media channels and newsletters to see who's engaging and who's not.
2. Evaluation forms or Surveys: A survey that can be filled by the participants at the end of the campaign or event. Keep in mind that this should be short enough for the participants to fill in quickly. This can also be done via e-mail immediately after the meeting.
3. Direct feedback: verbally or written, from key stakeholders or partners.

Adapted from: https://www.projectmanagement.com/blog/blogPostingView.cfm?blogPostingID=20461&thisPageURL=/blog-post/20461/Measuring-the-effectiveness-of-the-communication-plan#_=_ last accessed June 30, 2023.

What sites or tools will you use?

Additional Resources

Suggested Calendars for Updates and Reviews

Social Media

SOCIAL MEDIA CONTENT CALENDAR TEMPLATE

Dario Sipos | www.dariosipos.com | #dariosipos

1 Ask a question	2 Motivational quote	3 Testimonial	4 Link to one of your blog posts
5 Share a free tool or resource (checklist, template, etc.)	6 Promote your website	7 Special deal or coupon offer	8 Share a fun fact
9 Funny image or meme	10 Share a personal recommendation	11 Cross-promote another one of your social media profiles	12 Short video
13 Promote one of your products	14 Poll your audience	15 Inspirational quote	16 Share an article
17 Eye-catching image with vibrant colors pertaining to your niche	18 Share a topical opinion	19 Helpful, quick tip (video)	20 Share something about yourself
21 Link to someone else's blog	22 Promote another one of your products	23 Infographic	24 Helpful quick tip (text-base)
25 Respond to a FAQ	26 Share a free download or printable	27 Share user-generated content (and give credit)	28 Link to a useful podcast
29 Ask your audience to vote on something	30 Another testimonial	31 Share a helpful ebook you recently read	

Web

Quarter 1



Quarter 2



Quarter 3



Quarter 4



3 Content Calendar Examples for All Your Content Needs:

<https://www.semrush.com/blog/content-calendar-examples/>