

Plan a 5-week marketing campaign



...plus five ways to make your content work harder!

SoMe Content Planner - Week 1

Monday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Tuesday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Wednesday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Thursday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Friday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Saturday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Sunday

Headline:

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Next week's ideas

Top tips - Get Set, Go!

- Choose one clear theme for the week that ties into your business goals.
- Focus on who you want to attract - what do they need right now?
- Plan your visuals early to stay consistent across posts.
- Don't aim for perfection - aim for progress and presence.
- Remember, consistency beats frequency every time.

**Think
structure...**

**Have a
strong hook**

**Tell a
story**

**Visuals
matter**

**Have a Call to
Action (CTA)**

**Remember
SEO**

**Most importantly
BE YOURSELF!**



SoMe Content Planner - Week 2

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Friday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Saturday

Headline:

Subject matter:

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CTA:

Sunday

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Next week's ideas

Top tips - Storytelling & Connection

- Share stories that show you - why you do what you do.
- Mix personal insights with professional expertise to build trust.
- End each post with a question or reflection prompt to spark conversation.
- Use "behind-the-scenes" moments - they build real connection.
- Comment on others' posts too; engagement works both ways.

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SoMe Content Planner - Week 3

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CTA:

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Subject matter:

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CTA:

Friday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Saturday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Sunday

Headline:

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Next week's ideas

Top tips - Visibility & Value

- Teach something useful - even small "aha" moments build credibility.
- Use carousels, videos or quick tips to make your content easy to digest.
- Reuse strong snippets from blogs, talks, or webinars.
- Keep captions short, snappy and packed with value.
- Add subtle festive touches - think tone, not tinsel overload.

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SoMe Content Planner - Week 4

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CTA:

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Next week's ideas

Top tips - Interaction & Community

- Create posts that invite action - polls, questions, challenges or votes.
- Tag collaborators or clients (with permission) to grow reach.
- Celebrate others' wins as much as your own.
- Reply to every comment - it shows you care.
- Remember: social media is a conversation, not a broadcast.

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SoMe Content Planner - Week 5

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CTA:

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Next week's ideas

Top tips - Reflect & Repurpose

- Look back at your analytics - what posts got people talking?
- Turn your best-performing post into another format (video, carousel, story).
- Save festive feedback for future campaigns.
- Plan one "thank you" or "round-up" post to close the campaign warmly.
- Keep momentum by scheduling into next month - don't drop off the radar.

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Five ways to make your content work harder

- 1 Spot your high-potential content
- 2 Map out new ways to share it
- 3 Plan where and when to post
- 4 Tweak your message for each audience
- 5 Track what works and repeat it



What are your options?

(For blogs but it could be for anything).

Quick-fire social posts

- Short, scroll-stopping snippets that highlight key ideas or quotes from your blog
- Key quote graphic or text post
- “Did you know...?” stat or insight
- Mini tip or “quick win” pulled from the post
- Short summary (“3 things you’ll learn from...”)
- Before vs after post (problem → solution)
- Myth-busting statement
- “One mistake people make when...” post
- Short story or anecdote snippet
- Conversation starter (“What’s your experience with...?”)

Visual and carousel content

- Perfect for LinkedIn, Instagram, or even YouTube
- Carousel post summarising your key points (each slide = one idea)
- Infographic version of your blog (process, model, or stats)
- Quote card from your headline insight
- “How it works” step-by-step visual
- Data snapshot or stat breakdown
- Before-and-after transformation graphic
- Comparison chart (old way vs new way)

Video and audio

- For repurposing into dynamic, high-engagement content.
- One-minute video tip
- Explainer video or screen share of a key process
- “Behind the blog” talking-head clip about why you wrote it
- Podcast segment expanding on one point
- Audio snippet for social (Soundbite from your video or narration of the intro)
- “Ask me anything” Q&A video based on blog comments

Conversation & engagement posts

- Designed to spark dialogue or invite contributions.
- Poll inspired by a key question in the blog
- “Agree or disagree?” statement
- Storytelling thread: how you discovered or tested what’s in the blog
- Comment prompt post (“What’s one tip you’d add?”)
- Case study example or success story continuation
- “I tried this advice and here’s what happened” post

Educational or resource-style posts

- Show your authority by turning your blog’s ideas into resources.
- Cheat sheet summary (text or image)
- Checklist post (“5 things to check before you...”)
- Template or downloadable snippet linked from your site
- Tip series (split your blog into 5 separate posts)
- Mini case study version (“Here’s how this worked in practice...”)
- FAQ post (turn the blog into questions and answers)

Promotional and evergreen posts

- Keep traffic coming back to the original blog or related offers.
- “In case you missed it...” reshare
- “Throwback Thursday” revisit with updated insight
- “This post still rings true...” commentary
- “From the archives” post linking back to your blog
- “Free resource” style post linking to a download from the blog
- Newsletter feature (“This month’s top read”)

Storytelling and personal reflection

- More human, connection-driven follow-ups.
- What inspired the blog (personal story behind it)
- How your thinking has changed since you wrote it
- “I used to believe..., now I realise...” reflection post
- “Client moment” post where the blog insight came to life
- Lessons learned from applying your own advice

Cross-platform adaptations

- Extend reach by reworking for different spaces.
- LinkedIn article (long-form version of the blog)
- Newsletter edition (personal intro + summary + link)
- Medium post / guest blog cross-publish
- YouTube short or playlist introduction
- Threads or bite-sized series on BlueSky, Threads, or X
- Pinterest board or pin (visual summary)