

Create (and Follow) an Editorial Calendar for Content Marketing Success

Having a smart content marketing plan in place is more important than ever. There are so many messages vying for the attention of your target audience. Without a plan for regular creation and the publishing of that content, your message can get lost in all the virtual clutter out there. This is true whether you run a brick-and-mortar or online business, and applies if you exclusively market your business off-line or stick primarily to the web for your marketing efforts. An editorial calendar sometimes called a content calendar, or marketing calendar keeps you on top of regular and timely content creation.

What is an Editorial Calendar and How Can It Help Me Market My Content?

An editorial calendar is a scheduler that helps you automate every aspect of your content creation and content sharing processes. There is editorial calendar software which allows access to multiple users in remote locations. You can find content calendar applications which work as project management tools, keeping you and everyone else involved in a project on the same page.

When you take the time to schedule something, you learn to plan ahead. When you regularly use an editorial calendar to track every stage of your content marketing efforts, you learn to follow up on projects and hold people accountable. It is easier to succeed when you have a plan in place, regardless your business goal, and a content calendar helps you do exactly that.

Rather than just remembering that every Monday you need to write a blog post, these calendars ensure that this weekly project does not slip

your mind. You will find that as you experiment with different types of content to see what works best, having a schedule in place makes it easy to designate a specific time for content experimentation. Additionally, most decent editorial calendars have tools that can help you manage the who, what, where and when of content development, and not just content creation.

Here are a few editorial calendar resources to make scheduling and publishing your content easy. There are cookie-cutter templates and customizable calendars, and features that can suit big and small businesses.

- Google Docs
- Wordpress Editorial Calendar
- CoSchedule
- SocialCast
- Asana
- HubSpot Editorial Calendar
- Trello
- ToDoist

If you prefer to work with a physical calendar, that can get the job done as well. Any way you can reliably and regularly schedule your content marketing tasks ahead of time will work for maximizing the effectiveness of content creation.