



No.13

# CONTENT PLANNERS

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@RARAPR

#PRBYYOU

# CONTENT PLANNER TEMPLATES

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## THE CONTENT PLANNER TEMPLATE EXPLAINED

The content planner templates are designed to give you options that you can choose from to help you plan and structure your approach to content better. Make a copy of the original PRBYYOU template and then in the copy keep what you need and delete the rest. This is yours to adjust as you need and to provide options that will help you to be more thoughtful and strategic when it comes to producing content.

# CONTENT TIP: GET CLEAR ON YOUR ABOUT STORY

## **GET CLEAR ON YOUR ABOUT STORY**

In order to PR a business well and essentially build a brand there are four things you need to clearly establish first. They are the linchpins to great content. They are the foundations of PRing a business well. They are the foundations of content strategy and must be executed consistently throughout all communication. Getting clear on these four things and filtering it through your content consistently is what helps turn a business into a brand.

## **WHO ARE YOU?**

WHO are you, what's your background and experience and what is your passion?

## **WHAT DO YOU DO?**

What type of business are you in? What is the industry category? What are the tangible results and outcomes of your work? The WHAT are your products and services.

## **HOW DO YOU DO IT?**

The HOW is all about your process. How is your process different, unique and special? How do you reach the outcomes you do for your customers?

## **WHY DOES IT MATTER?**

Why does what you do matter to your customers? The WHY is your vision, your purpose, the impact to ones lifestyle and life that your business has. How are you different to your competitors and why should anyone care? What do you do that your competitors don't? What makes what you do matter? \*Be sure to check out our WHY Discovery Product to help you find your WHY if you don't already know.

**When you know the answers to these you can better control the conversations around your business and communicate in a compelling way.**

**CONTENT  
PLANNER  
[CLIENT NAME]**

**BRAND NAME GOES HERE**

# CONTENTS

**05**

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**TITLE**

Create your document. Make it your own. Use this document to get your content strategy and planning in order.

**06**

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**TITLE**

Create your document. Make it your own. Use this document to get your content strategy and planning in order.

**07**

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**TITLE**

Create your document. Make it your own. Use this document to get your content strategy and planning in order.

**11**

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**TITLE**

Create your document. Make it your own. Use this document to get your content strategy and planning in order.

**10**

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**TITLE**

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# CONTENTS

05

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**PAGE TITLE**

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

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**PAGE TITLE**

raraPR is a PR, branding and digital agency in Melbourne, Australia. We're dedicated to creating sustainable PR options for all businesses.

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**PAGE TITLE**

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05

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# CONTENTS

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Page title	10
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# LEAD BUSINESS INITIATIVES

## APPROACH

List the important initiatives happening in your business that are important to be acknowledged as part of the content strategy. These could be product launches, key marketing initiatives i.e. website launch or newsletter sign-up push, special events; anything that is a focus for the time period below and should be factored in as a consideration for the content strategy.

### 30 DAY FOCUS

### 60 DAY FOCUS

### 90 DAY FOCUS

### 12 MONTH FOCUS



# INSTAGRAM WEEKLY CONTENT PLAN

STORIES

GRID POSTS

- Instagram
- Instagram Stories
- IGTV
- Reels
- Facebook
- Pinterest
- LinkedIn
- TikTok
- YouTube

PROMOTIONS


ACTIVE FUNNELS




# CONTENT TRACKING

DATE	START	CURRENT	OVERVIEW
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			
PLATFORM Measurement overview			

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# THE CONTENT STRATEGY

## CONTENT SOURCES

<input type="checkbox"/>	FACEBOOK	_____
<input type="checkbox"/>	INSTAGRAM	_____
<input type="checkbox"/>	IG STORIES	_____
<input type="checkbox"/>	IG REELS	_____
<input type="checkbox"/>	PINTEREST	_____
<input type="checkbox"/>	LINKEDIN	_____
<input type="checkbox"/>	BLOG	_____

## NOTES

Large empty rectangular area for notes.

## FREQUENCY OF POSTS PER PLATFORM DEFINED

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## NOTES

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# MONTHLY CAMPAIGNS

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

Use this page to list your campaign goals for the month, define content topics, articulate calls to action and any offers or end goals.

**GOALS FOR THE MONTH**

**CONTENT TOPICS**

**CALLS TO ACTION**

**OFFER/END GOAL**

**NOTES**

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# THE CONTENT STRATEGY

## THE WHO

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## THE WHAT

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## THE HOW

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## THE WHY

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## IDEAL CUSTOMER/S

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## tone of voice

### usage example

35 year old tone of voice  
32 – 42 year old target group  
Relatable/not pretentious  
Informative  
Professional  
Conversational tone  
Trusted source  
Caring and compassionate  
Supportive  
Friendly



# THE CONTENT STRATEGY

## KEY PROBLEMS YOU SOLVE

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## PRODUCTS AND SERVICES

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## NOTES

A large, vertical rectangular area on the right side of the page, filled with a light grey color. It is intended for taking notes related to the content strategy.

# THE CONTENT STRATEGY

## CONTENT PILLARS

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## CONTENT CATEGORIES

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## CONTENT THEMES

A large, vertical, light gray rectangular area intended for writing content themes. It occupies the right half of the page and is positioned to the right of the 'CONTENT THEMES' header.





# THE CONTENT STRATEGY

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



# CONTENT STRATEGY

## CONTENT PILLARS


## CONTENT CATEGORIES


## CONTENT THEMES

## CONTENT IDEAS

# CONTENT PLANNER

CLIENT NAME

PROMOTION FOCUS FOR THE MONTH

MONTH

CONTENT THEMES	STORIES	PLATFORM



# WEEKLY CONTENT CALENDAR


TOPICS

CAMPAIGNS

# WEEKLY CONTENT CALENDAR

TOPICS


CAMPAIGNS

PROMOTIONS

NOTES

# WEEKLY CONTENT CALENDAR

WEEK ONE	WEEK TWO	WEEK THREE	WEEK FOUR











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**NOTES**



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voluptae natia.

**BRAND NAME GOES HERE**

# CONTENT PLANNER CHECKLIST

- REVIEW THE DOCUMENT
- CREATE A COPY OF THE DOCUMENT
- DELETE PAGES YOU DON'T NEED
- PRINT OUT AND MARK-UP YOUR FAVOURITE LAYOUTS OR WORK WITH THEM DIGITALLY
- REVIEW, REFINE, REPEAT
- TICK, BECAUSE YOU HAVE MADE A STEP TOWARDS UP-LEVELLING YOUR APPROACH TO PR

# GET THE PR GOODS

For more PR goods be sure to visit our free resources page, sign-up to our newsletter and check out our shop for accessible PR options for you, your clients or your business at any stage of your PR journey.

[LEARN MORE](#)

raraPR is above all the sum of people who together help build brands and share stories. We are present in our determination to make a positive difference to the world by representing individuals and businesses doing good. We are an extension of the personal stories within us, those that we exist for and those within you that need to be heard.

[WWW.RARAPR.COM](http://WWW.RARAPR.COM)