



the launch  
your planner:

# Marketing Plan and Content Guide

LAUNCHYOURPLANNER.COM







## CONTENT GUIDE

# Content *Ideas*

You can use these content planners for both social media posts and blog posts. The little prompts will help you come up with general ideas for your content (what it's about, what value does it offer, who needs it, etc). and a rough timeline for posting.

Post Title:
Date to Post:
Keywords:
Content Ideas:

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CONTENT GUIDE

# Content *Ideas*

SOCIAL MEDIA	Share Your Mock-Up	Share Behind the Scenes
	Share What Inspired You to Create Your Planner	Share a Customer Testimonial
	Share A Helpful Tip That Niches Your Planner	Share a Positive Affirmation
	Share a Story of Your Struggle When Making Your Planner	Do a "Ask Me Anything" Session
	Share a Customer Photo of Your Planner	Share a Story of How You Got Started

SOCIAL MEDIA	Teaser	Countdown
	Sneak Peek	Launch Party
	Planner Reveal	Shipping Day
	Giveaway	Unboxing
	Quiz/Survey	Planner Arrival

BLOG CONTENT	Write About Your Planner Creation Process	How To Use Your Planner
	Share Your Thoughts	Feature An Influencer Who Used Your Planner
	Planner Benefits	Planner Features
	About The Creator	Why Your Planner Is The Best
	Why You Created Your Planner	Feature A Customer Who Used Your Planner

# instagram

## CONTENT CALENDAR

for the month of

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SUN	MON	TUE	WED	THU	FRI	SAT

**NOTES:**

# Instagram

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for the month of

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SUN	MON	TUE	WED	THU	FRI	SAT

**NOTES:**













