

My Monthly Content Plan

SIMPLY GREAT BRITAIN

week 1

awareness

interest

considering

decision

week 2

awareness

interest

considering

decision

week 4

awareness

interest

considering

decision

week 5

awareness

interest

considering

decision

Key Focus

awareness

interest

considering

decision

My Monthly Content Plan

SIMPLY GREAT BRITAIN

AWARENESS

think about content that sparks interest, creates an emotional reaction, makes people laugh etc. No selling! Think beautiful images, videos, fun stories, slideshows
Include ALL the platforms where you will post.

INTEREST

think about content that tells people a little more about your business e.g. how things are made, some behind the scenes, a bit about you, the way you work etc. No selling yet!
Think video stories, videos posts, blog posts, pointing people to 'About Us' & sign up for email.
Include ALL the platforms where you will post.

CONSIDERING

think about content that helps peoples understand what you do & how to find it. Start to point people to where they can dig deeper without the direct sell. Think stories, posts with links, blog post about success stories, reviews etc.
Include ALL the platforms where you will post.

DECISION

think about selling! Content that is a special offer or last one available. Tell people about your market stall or direct link to selling pages etc.
Include ALL the platforms you will use.