



Within this content calendar, we've laid out a structure for you to work towards. We've broken each business quarter into months and then weekly activity. Each month we've identified what the theme is and whether there's a particular even on that we need to be aware of and consider when creating content.

High-Tier Content refers to more in-depth content pieces that may require a heavy amount of research, survey data and/or interviews.

We use the theme and high-tier content to influence the various other forms of content planned in throughout the month, including off-page content and PR.

On Page Blog/News Content												
Month	Q1			Q2			Q3			Q4		
Month	January	February	March	April	May	June	July	August	September	October	November	December
Events/Themes	New Year New budgets	Company culture day	Business anniversaries	Easter Industry awards	End of financial year	Exhibition	Schools break up	International beer day Summer holidays	Back to school Business awards	Halloween Rugby World Cup	Vet Show Remembrance Day	Christmas World Bark Day
High-Tier Content	Industry Survey		Infographic		E-book		Resource piece				Infographic	
Content to create	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1	Week 1
	Short form article		List feature	Long form article	Advice feature	Short form article	Advice feature		Short form article		Short form article	Video
	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2	Week 2
	Case study	Video	Case study	Video	Case study	Video	Short form article	Video	Case study	Video	Advice feature	List feature
	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3	Week 3
	Video	Short form article	Video	Short form article	Video		Video	List feature	Video	List feature	Video	
	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4	Week 4
	Long form article	Review	Advice feature		List feature	Long form article	Case study	Review	Long form article	Review	Case study	

Off Page Content & PR												
Month	January	February	March	April	May	June	July	August	September	October	November	December
Newsletter Theme	New Year Business Strategy		Industry confidence	Awards update		Exhibition round-up			Awards update			
High-Tier Content Exclusives	Industry Survey		Infographic		E-book		Resource piece		Survey		Infographic	
Content to create	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts	Guest posts
	Case study	Social media	Case study	Press release	Case study	Social media	Case study	Social media	Case study	Social media	Case study	Social media
	Press release		Press release	Social media	Press release		Social media		Press release		Social media	
	Social media		Social media		Social media				Social media			
Distribution Channels	Local/national press	Industry related press	Local/national press	Local/national press	Local/national press	Industry related press	Local/national press	Industry related press	Local/national press	Industry related press	Local/national press	
	Industry related press	Relevant companies	Industry related press	Industry related press	Industry related press	Relevant companies	Industry related press	Relevant companies	Industry related press	Relevant companies	Industry related press	
	Relevant companies		Relevant companies	Relevant companies	Relevant companies		Relevant companies		Relevant companies		Relevant companies	