

# Weekly Webinar

Welcome to the Wednesday webinar!

Please mute your audio connection upon logging in.

For the first 10-15 mins we will discuss the topic at hand.

- Once we go through the presentation, we will open up for questions on what we just discussed.
- After there are no more questions, we will open questioning for ANY Digital resource subject.
- Please raise your hand in the taskbar or type your question in the questions box.

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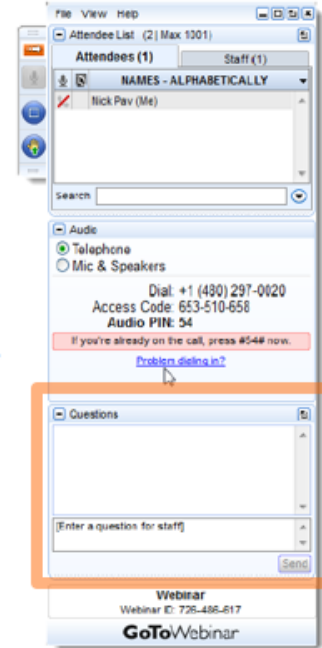
# Webinar Instructions

1. Please make sure to mute your audio connection.
2. Submit questions through control panel.

## Questions Anyone?

As the presentation is being given, we welcome your inquiries.

Just open the questions pane and ask what you want to know!



# Previously Recorded Webinars

1. Visit <http://www.sportclips.com/webinar>
2. Click to see “videos of previous webinars”



The Building Blocks  
For Web Success



On Wednesdays, the Marketing Department at Sport Clips hosts a 1 hour webinar to discuss all the website and digital marketing opportunities available to Team Leaders.

- The first 15 minutes is devoted to educating Team Leaders on a specific topic such as updating store hours, posting to Facebook pages, and sending local emails. To see **videos** of previous webinars, click [here](#).
- The rest of the webinar is open for Team Leaders to ask specific questions and get 1-on-1 help from the Digital Marketing Team.

To register for one of the weekly sessions, just click [here](#) or go to a certain date and follow the prompt.

NOTE: Time listed is EST.

Team Leaders are encouraged to review the iAPPS Training Guides that are available in the Digital Resources folder on [BAM On-line](#).

Click [here](#) if you need help logging into iAPPS.

Click [here](#) if you need help logging into BAM On-line.

# CREATING A CONTENT CALENDAR FOR YOUR SOCIAL CHANNELS

# What is it?

Content calendar is a calendar based format that organizes the content you plan on creating and sharing.

# The purpose?

To keep organized and to meet your  
business goals.

# Why is this important?

**Consistency is insanely critical to content success.** Amazing new ideas and brilliant sparks of creativity help, but we can't rely on them alone. They're too inconsistent and unreliable. Instead, everyone needs to be on the same page with what content is being created, plus where and when it's being published. It has to be done on a regular, ongoing basis. That is precisely where content calendars come into play.

# Taming the Wild West...

- **Gain Team Alignment:** Inform everyone about what is being published, when and where, so there are no surprises or duplication of efforts.
- **Get a 10,000-foot view of content:** Create a clear visual of how your content is distributed throughout the year.
- **Identify content milestones:** Plan content around key events or important dates.
- **Spot content gaps:** Gain a sense of what content still needs to be planned, with plenty of lead time to line up more content.
- **Inform the content creation workflow:** Make sure you have your content ready in time to actually publish when needed.



# 4 Keys to Content Calendar Success.

- **Open your calendars to everyone:** While not everyone should have the ability to edit a master content calendar, everyone should at least know where the content calendar is located and have viewing access.
- **Iterate constantly:** A content calendar is a living, breathing document, and it should change and grow as your content needs do.
- **There's no one right way to calendar your content:** There are a million different methods, templates and approaches to take. We're providing you with a baseline template, but you should also play around with the approach and modify elements, as needed.
- **Create a content repository:** Don't get stuck on ideas that you can't implement immediately and don't get hung up on the "we'll never be able to do that" ideas. Instead, create a repository of content ideas that you can tap into whenever needed.

# Step 1: Learning to Build.

## **Start with Existing Content Assets.**

There is going to be a lot of focus around new content but you should focus on creating more with less. Repurpose content that is available to you. In Unbound Social, there are hundreds of content examples ready for you to use.

## Step 2: Identify and Create.

Content marketers need to start to think like television networks and create content shows. In short, these content shows become predictable, steady initiatives that our audiences can rely on and recognize. In fact, these shows are something that they actually look forward to. Think Chad.

# Three Types of Shows.

**Binge-worthy shows:** These shows are big, steady ongoing content initiatives that have the same theme and format. They should target at least two audiences, otherwise they're not worth the time or effort to produce. These are often podcasts, video series, webinar series, etc. You should be able to execute this show at least twice per month. These also get plugged into your calendar first.

# Three Types of Shows.

**One-time shows:** These shows are special quarterly or yearly shows that attack a major customer pain point or topic. Although they're less frequent in cadence than binge-worthy shows, they're still fairly large content pieces. Think contests, user-generated content campaigns, etc. These don't have to have the same level of consistency, but they should still be in line with your branding, voice and tone.

# Three Types of Shows.

**Regularly scheduled programming:** These shows are ongoing content initiatives that round out your calendar, and they don't have to necessarily connect completely or be 100 percent consistent in theme. Like in the case of blog posts, they may have a different author, topic or format, depending on the content, but they always connect back to the content strategy and have at least one clear audience in mind. Think of them as what a local nightly news show is to any major television network.

# Efficiency.

It's important to note that you most likely already have content shows in your existing content assets, so check your inventory first. It may just be a matter of spinning assets a bit differently, giving them an official show title or connecting them in more consistent ways.

# Step 3: Plan, Schedule, Publish, Promote, Track, Tweak

- Planning meetings between all those involved in content creation should be scheduled before the next publishing periods – monthly or quarterly. The purpose is to put together a plan from your content items and provide realistic time frames that support your social media activity, emails, etc.
- This will also you to review previous data points, Client visits, engagements, and revenue from your last planning meeting. This will help you determine which types of content are most successful (and perhaps need to be replicated) and which ones are less successful (perhaps needs to be rethought or drop).
- Analyzing your web, social, and revenue data can be used to make tweaks to already published content to optimize your business goals.



# Resources.

[Content Marketing Institute's Tips, Tools, and Templates](#)

[HubSpot's Social Media Content Calendar](#)

[Jay Baer's Winning Social Media Content Strategy TV Networks](#)

[Use](#)

# Digital Marketing



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