

NOTE: This is an example 6-month blog content planner. The categories, vehicles and offers are customized to your business.

6 MONTH BLOG CONTENT PLANNER

Publish Date	Writer	Post Type	Vehicle	Category	Offer	Working Headline	Notes
3/8/2016	C.P.	Problem/Solution Post	Text	Mobile marketing	Webinar	Do you have too many unsubscribers?	Done
3/10/2016	C.P.	Reaction Post	Text	Finance	None	Will bank branches disappear - mobile is the way	Done
3/15/2016	C.P.	List Post	Text	Mobile marketing	None	The 3 best CTAs	from the list in onenote
3/17/2016	C.P.	Review Post	Text	Retail	None	Walmart demonstrates the power of SMS	based on artilce
3/22/2016	C.P.	List Post	Text	Education	None	3 myths about using SMS messaging in education	Repurposed
3/24/2016	C.P.	Problem/Solution Post	Text	Event	None	Drive up attendance this season Part 1	
3/29/2016	C.P.	Problem/Solution Post	Text	Event	None	Drive up attendance this season Part 2	
3/31/2016	C.P.	Definition Post	Text	Technology	None	4 parts of a message	
4/5/2016	C.P.	Issue Post	Text	Mobile marketing	Free report	How to avoid failing at marketing	
4/7/2016	C.P.	How-To Post	Text	Company	None	How to use templates	
4/12/2016	C.P.	Stats Post	Text	Mobile marketing	None	5 Amazing marketing statistics you don't know	from salesforce 2016 reoport
4/14/2016	C.P.	Reaction Post	Text	Retail	Discount	Mobile in publishing	
4/19/2016	C.P.	Research Post	Text	Mobile marketing	None	Email vs sms	
4/21/2016	C.P.	Issue Post	Text	Small business	None	Why using SMS for customer service is a good thing	
4/26/2016	C.P.	Reaction Post	Text	Mobile marketing	None	Should you use emojis in your marketing?	
4/28/2016	C.P.	Research Post	Infographic	Company	Special offer	SMS is better than shouting!	
5/3/2016	C.P.	How-To Post	Text	Mobile marketing	None	How social media and SMS work together	
5/5/2016	C.P.	News Post	Text	Company	None	Commerce summit preview	
5/10/2016	C.P.	News Post	Text	Company	None	Commerce summit REVIEW	
5/12/2016	C.P.	News Post	Text	Mobile marketing	Free report	Trump class action suit	offered mobile marketing guide
5/17/2016	C.P.	How-To Post	Text	Mobile marketing	None	What you can learn from a bad marketing message	
5/19/2016	C.P.	How-To Post	Text	Small business	None	How one small business keeps her customers happy - and on time!	
5/24/2016	C.P.	Prediction Post	Text	Travel	None	Travel agents disappear as online booking increases	
5/26/2016	C.P.	How-To Post	Text	Mobile marketing	None	Make the most of free promotion	
5/31/2016	C.P.	Company Update Post	Text	Company	None	Using MMS marketing	
6/2/2016	C.P.	How-To Post	Text	Cause	Discount	How to use SMS messaging for your cause	
6/7/2016	C.P.	Research Post	Text	Logistics	None	Bubble block makes driving safe	
6/9/2016	C.P.	Answer Post	Infographic	Company	None	Anatomy of an SMS message	
6/14/2016	C.P.	Reaction Post	Text	Mobile marketing	None	Should you buy a list ?	Reaction to leave.eu article
6/16/2016	C.P.	Quote Post	Text	Company	None	Worst marketing messages	
6/21/2016	C.P.	Definition Post	Text	Company	None	3 important terms for marketing	defs page in onenote
6/23/2016	C.P.	News Post	Text	Auto	None	What auto dealers are doing with SMS messaging	
6/28/2016	C.P.	News Post	Text	Mobile marketing	None	ICO fine - lesson 2 - outsourcing	

6/30/2016	C.P.	Issue Post	Text	Company	Free report	Smishing
7/5/2016	C.P.	Issue Post	Text	Health	None	SMS messaging helps new mothers stay healthy
7/7/2016	C.P.	Reaction Post	Text	Retail	None	Don't believe the myth of the "cashless shopper"
7/12/2016	C.P.	Off-Topic Post	Text	Off-topic	None	Is the future all doom and gloom for the written word?
7/14/2016	C.P.	Issue Post	Text	Mobile marketing	None	SMS messaging for uncertain economic times
7/19/2016	C.P.	Issue Post	Text	B2B	Discount	SMS messaging for B2B companies
7/21/2016	C.P.	How-To Post	Text	Retail	None	How to use the Olympics to boost business
7/26/2016	C.P.	Issue Post	Infographic	Company	None	Be careful when reading about shortcodes
7/28/2016	C.P.	How-To Post	Text	Mobile marketing	None	What to do when your marketing campaign is failing
8/2/2016	C.P.	Issue Post	Text	A2P	None	A2P growth
8/4/2016	C.P.	How-To Post	Text	Hotel	Special offer	Hotel mobile marketing
8/9/2016	C.P.	Debate Post	Text	Mobile marketing	None	Biggest lie of sms marketing
8/11/2016	C.P.	Best of Post	Text	Company	None	Best of how to blogs
8/16/2016	C.P.	FAQ Post	Text	Company	None	The 10 most loved features of product
8/18/2016	C.P.	How-To Post	Text	Mobile marketing	None	How to setup tracking marketing
8/23/2016	C.P.	How-To Post	Video	Mobile marketing	None	3 ways to use segmenting to improve marketing ROI
8/25/2016	C.P.	News Post	Text	Event	None	NYT times, olympics and sms messaging
8/30/2016	C.P.	Issue Post	Text	Retail	None	SMS messaging still seen as a differentiator in retail - for now
9/1/2016	C.P.	Debate Post	Text	Mobile marketing	Free report	Why SMS marketing is literally the best thing ever
9/6/2016	C.P.	Research Post	Text	Mobile marketing	None	Email vs sms revisited