

# CONTENT MARKETING - EDITORIAL CALENDAR

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Content marketing is a long-term strategy and an editorial calendar helps you plan your strategy in an organized fashion. The calendar will contain details such as –

- List of the kinds of content you have or need to create, including the dates when they will be created and published
- The names of the content editors/producers and other stakeholders who are responsible for the project
- The media channel that you will use to market your content
- Metadata such as your primary target audience, SEO keywords, call to action, etc.

## **How to Build an Editorial Calendar**

While you can use a simple tool such as an Excel or Google sheet to create an editorial calendar, you can also use web-based software offered by companies such as HubSpot, Skyword, etc.