

Open up your Content Calendar to reveal a template for scheduling articles, blogs and social media posts

Why use Alterra's Content Calendar?

Online marketing is all about telling people who visit your website, find you on the internet or see your social media activity, all about your products and services.

Keeping your website content fresh will help its search engine ranking. Sharing frequently on social media will widen your audience. A relevant article in an email keeps you in touch with your customers.

Planning interesting topics in advance takes the pressure off the perennial problem: "What shall I write about?"

How to use the Content Calendar

1. Write in the month - in this example it's November
2. Jot down the title of the topic
3. Note who is responsible & the deadline
4. Circle the chosen platforms for the content
5. Cross off when completed

1.

MONTH 10 November







WEEK 1

2. Why diets don't work
(LB to write draft
AJB to edit) 3.

Deadline Friday

4.

5.

List your topics here:

KEY



Blog post



Twitter



LinkedIn















































































































































Google+



















































































































































Facebook



Email

MONTH 1	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 2	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 3	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 4	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 5	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 6	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     

MONTH 7	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 8	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 9	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 10	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 11	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     
MONTH 12	WEEK 1	WEEK 2	WEEK 3	WEEK 4
	     	     	     	     

With your audience online much of the day, you are missing out on getting your message out there if you have no online marketing strategy. In a rapidly changing environment, you need expert advice. At Alterra, we provide online marketing consultancy, management and training.

Our Services

- + Marketing Audit
 - Review
 - Recommendations
- + Marketing Strategy
 - Setting goals
 - Assigning roles
 - Defining metrics
 - Creating content
- + Social Media Marketing
 - Setting up platforms
 - Defining audience
 - Scheduling content
 - Selecting frequency
- + Online Marketing Management
 - Website design
 - Website development
 - Search engine optimisation
 - Pay per click advertising
 - Blogging strategy
- + Email systems
 - E-marketing
 - Database management
- + Graphic design & photography
- + Copywriting



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