

THE ONLINE BUSINESS GROWTH WORKBOOK

Content Marketing Planner

Plan blogs, guides, videos, and Pinterest content that brings the right people to your business — and turns them into readers, subscribers, and customers.

BLOGS

VIDEO

PINTEREST

EMAIL

SEO

ONLINE SELLERS

THIS PLANNER BELONGS TO

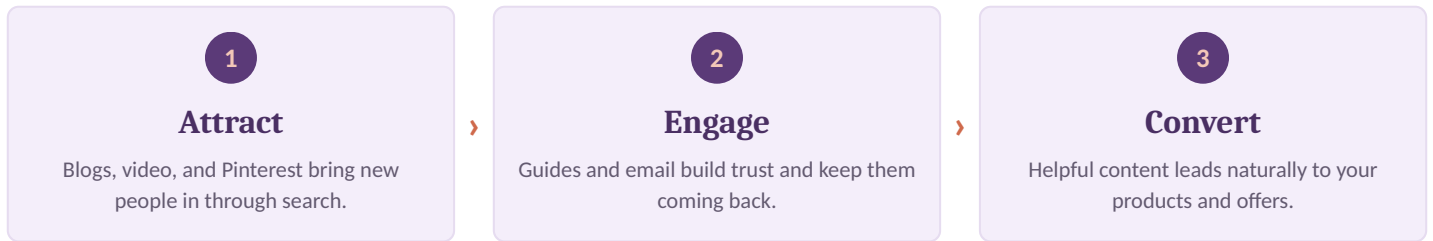
BRAND / YEAR

CONTENT MARKETING WORKBOOK · PRINTABLE EDITION

How to Use This Planner

Content marketing is simply this: you create helpful, free content — blog posts, videos, guides, pins — that attracts the people you want to reach, builds their trust, and gently leads them toward buying from you. It is slower than ads, but it compounds: one good blog post can bring visitors for years. This planner gives you a clear, repeatable system so you always know what to make and why.

How content grows a business



Getting started in five minutes

- Set one or two clear goals in **Section 1** — traffic, email subscribers, or sales.
- Get clear on who you are creating for with the **Audience** worksheet (Section 2).
- Choose 3–5 **content pillars** (Section 3) so every piece supports a theme.
- Fill the **Monthly Calendar** (Section 8) with a realistic, repeatable posting rhythm.
- Track what works in **Section 9** and review every quarter to do more of it.

TRY THIS

New to all this? Do not try every platform at once. Pick **one** place to publish (often a blog plus Pinterest, since both are searchable for years) and get consistent there before adding video or social. Consistency beats volume every time.

Shaded tables are filled-in worked examples — read these first.

White tables and calendars are yours to print and fill in.

What's Inside

Ten sections take you from strategy (goals, audience, pillars) through creation (keywords, blogs, video, Pinterest) and into rhythm and results (calendar, tracking, review). Every section pairs a worked example with printable templates.

01	Content Marketing Goals	<input type="checkbox"/>
	What you want your content to achieve	
02	Audience Planning Worksheet	<input type="checkbox"/>
	Who you are creating for	
03	Content Pillar Planning	<input type="checkbox"/>
	The 3–5 themes you own	
04	Keyword Planning Pages	<input type="checkbox"/>
	Find what your audience is searching	
05	Blog Topic Planner	<input type="checkbox"/>
	Turn keywords into post ideas	
06	Video Content Planner	<input type="checkbox"/>
	Plan and script your videos	
07	Pinterest Content Planner	<input type="checkbox"/>
	Pins that drive traffic for months	
08	Monthly Content Calendar	<input type="checkbox"/>
	A repeatable publishing rhythm	
09	Content Performance Tracker	<input type="checkbox"/>
	See what is actually working	
10	Quarterly Content Review	<input type="checkbox"/>
	Reflect, refine, and plan ahead	

A note on the examples: they follow one fictional business — a beginner houseplant shop — so you can see how every page connects.

01

SECTION ONE

Content Marketing Goals

Content without a goal is just busywork. Before you plan a single post, decide what you want it to do. Most online businesses focus on one of three things at a time: more *traffic*, a bigger *email list*, or more *sales*. Pick a primary goal, attach a number and a deadline, and every later page becomes easier to fill.

Worked example — one quarter, three clear goals

EXAMPLE

A small shop keeping it simple — one number per goal, each tied to a deadline:

TRAFFIC GOAL

5,000

monthly sessions by Q4

EMAIL GOAL

+300

new subscribers / quarter

SALES GOAL

\$1,500

from content / month

Your content goals

GOAL	METRIC	STARTING POINT	TARGET	DEADLINE
Traffic				
Email list				
Sales from content				
Engagement				

PRO TIP

Make goals **SMART**: Specific, Measurable, Achievable, Relevant, Time-bound. “Get more traffic” is a wish; “grow from 1,200 to 5,000 monthly sessions by December, mainly through blog and Pinterest” is a goal you can plan and track on these pages.

Audience Planning Worksheet

Great content speaks to one specific person, not “everyone.” The clearer you are about who you are helping and what they are struggling with, the more your content will resonate — and the easier every topic, keyword, and headline becomes. Picture one real reader and write to them.

Worked example — one ideal reader

QUESTION	EXAMPLE ANSWER
Who are they?	New plant owners, 25–40, decorating a first apartment
Their biggest problem	“I keep killing my plants and don’t know why”
What they want	Easy, hard-to-kill plants and simple care they can trust
Where they spend time	Pinterest, Instagram, YouTube how-to searches
What they search for	“low light indoor plants”, “why are my leaves yellow”
How my content helps	Beginner guides that build confidence, then sell starter plants

Your ideal reader

QUESTION	YOUR ANSWER
Who are they?	
Their biggest problem	
What they want	
Where they spend time	
What they search for	
How my content helps	

TRY THIS

Stuck? Read the questions and reviews on competitors’ products, in Facebook groups, or under popular YouTube videos in your niche. The exact words people use to describe their problems are your best headlines and your best keywords.

Content Pillar Planning

Content pillars are the 3–5 core themes your business is known for. Every piece you create should fit under one of them. Pillars keep you focused, make you look like an expert in your niche, and give search engines a clear signal about what you cover — which helps you rank.

Worked example — four pillars for a houseplant shop

Plant Care Basics

Watering, light, soil, repotting for beginners

Easy, Hard-to-Kill Plants

Best plants by room, light level, and lifestyle

Troubleshooting

Yellow leaves, pests, droopiness, overwatering

Styling & Decor

Plant styling, planters, small-space ideas

Your content pillars

CONTENT PILLAR	TOPICS IT COVERS	GOAL IT SERVES
Pillar 1		
Pillar 2		
Pillar 3		
Pillar 4		
Pillar 5		

PRO TIP

A simple test for a good pillar: it should be broad enough to write 20+ pieces about, yet specific enough that your ideal reader instantly sees it is for them. If two pillars overlap heavily, merge them — fewer, stronger pillars beat many thin ones.

Keyword Planning

Keywords are the words and questions your audience types into Google, Pinterest, and YouTube. Targeting them is how strangers find your content for free, for years. You do not need fancy tools to start — you need to understand what your reader is searching and why.

The three things to note for every keyword

TRY THIS

Intent — what the searcher wants: to learn (informational), to fix a problem, to compare options, or to buy. **Volume** — roughly how many people search it monthly. **Difficulty** — how hard it is to rank; new sites should chase low-difficulty, specific phrases first.

Worked example — a starter keyword list

KEYWORD	SEARCHES/MO	INTENT	DIFFICULTY	CONTENT IDEA
best low light indoor plants	12,000	Informational	Medium	Listicle + shop links
why are my plant leaves yellow	8,100	Problem	Low	Troubleshooting guide
how to water a snake plant	3,600	Informational	Low	Care guide + video
indoor plants for beginners	6,500	Informational	Medium	Beginner pillar post
pothos care	5,400	Informational	Low	Care guide + pins

HOW TO

Free ways to find keywords: type a topic into Google and read the “People also ask” and “Searches related to” boxes; use the Pinterest and YouTube search bars and note the autocomplete suggestions; and answer the real questions your audience already asks you.

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SECTION SIX

Video Content Planner

Video builds trust faster than any other format — people see and hear the real you. You do not need fancy gear; you need a strong hook and a clear point. Plan each video’s title, platform, and hook here, then use the outline below to script your next one.

Worked example — videos in progress

VIDEO TITLE	PLATFORM	HOOK (FIRST 3S)	CTA	STATUS
5 Plants You Truly Can't Kill	YouTube + Reels	"Still killing every plant? Watch this."	Subscribe	Filming
Repot a Plant in 60 Seconds	Reels + TikTok	"Repotting in under a minute"	Link in bio	Idea

Your video pipeline

VIDEO TITLE	PLATFORM	HOOK	CTA	STATUS

Single-video outline

Hook (first 3 seconds) _____

Point 1 _____

Point 2 _____

Point 3 _____

Call to action _____

PRO TIP

Lead with the payoff, not an intro. "Hey guys, welcome back" loses viewers; "Here are five plants you genuinely cannot kill" keeps them watching. Repurpose every long video into short clips for Reels, TikTok, and Pinterest.

Pinterest Content Planner

Pinterest is a visual search engine, not social media — pins keep driving traffic for months or years, which makes it perfect for evergreen content. Each pin links back to a blog post, video, or opt-in. Plan your pins here and follow the design checklist so each one earns clicks.

Worked example — pins linked to content

PIN TITLE	BOARD	LINKS TO	KEYWORDS	STATUS
10 Low-Light Plants for Beginners	Houseplant Tips	Blog: Low-Light Plants	low light, beginner plants	Scheduled
Why Your Leaves Turn Yellow	Plant Problems	Blog: Yellow Leaves	yellow leaves, overwatering	Designed
Snake Plant Care Cheat Sheet	Plant Care	Email opt-in	snake plant, care guide	Idea

Your pin pipeline

PIN TITLE	BOARD	LINKS TO	KEYWORDS	STATUS

Pin design checklist

- Vertical 2:3 image (1000×1500px) — it takes up more screen space.
- Bold, readable text overlay stating the benefit or promise.
- Keyword-rich pin title *and* description so it shows up in search.
- Consistent brand colors and fonts so your pins are recognizable.
- Make 2–4 different pin designs for every piece of content.

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Monthly Content Calendar

This is where strategy becomes a schedule. Pick a realistic rhythm you can keep — one blog post a week and daily pins is plenty to start — and place each piece on the calendar. Color-code by channel so you can see your whole month at a glance.

MONTH

● Blog ● Video ● Pinterest

● Email ● Social

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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This month's focus / goal: _____

Content Production Plan

A calendar tells you *when* things publish; this plan tells you *when to make them*. The secret to staying consistent is batching — writing several posts or filming several videos in one session, then scheduling them out. Map your creation work across the month so nothing is left to the last minute.

Worked example — a simple batching rhythm

EXAMPLE

Batch creation early, schedule mid-month, promote all month — so publishing days are stress-free:

WEEK	CREATE	SCHEDULE / PUBLISH	PROMOTE
Week 1	Write 4 blog posts (batch)	Schedule post 1	Pin daily
Week 2	Film 2 videos	Publish post 2 + video	Pin + email
Week 3	Design 12 pins	Publish post 3	Pin + share clips
Week 4	Plan next month	Publish post 4	Pin + newsletter

Your production plan

WEEK	CREATE (WRITE / FILM / DESIGN)	SCHEDULE / PUBLISH	PROMOTE
Week 1			
Week 2			
Week 3			
Week 4			

PRO TIP

Block one “creation day” per week or one big batch day per month and protect it. Producing four posts in one focused session is far faster than writing one a week from scratch — you stay in the same headspace and tools.

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SECTION NINE

Content Performance Tracker

Tracking turns guessing into knowing. Once a piece has been live for a few weeks, record how it did: how many people it reached, how engaged they were, and whether it led to an email signup or sale. Patterns appear fast — and they tell you exactly what to make more of.

Worked example — top content by reach

CONTENT	CHANNEL	VIEWS / REACH	ENGAGEMENT	CONVERSIONS
Why Leaves Turn Yellow	Blog	2,400	3:10 avg	22 emails
10 Low-Light Plants	Blog	1,240	2:05 avg	9 sales
Repot in 60 Seconds	Reels	760	44 saves	—

Your performance log

CONTENT	CHANNEL	VIEWS / REACH	ENGAGEMENT	CONVERSIONS

PRO TIP
 Do not judge content too soon, and do not measure only views. A post with fewer visitors that drives email signups or sales is worth more than a viral one that leads nowhere. Note *why* a winner worked — then deliberately make more like it.

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Quarterly Content Review

Every three months, step back from the day-to-day and look at the whole picture. Which pieces and channels actually moved your goals? What is worth doubling down on, and what should you quietly retire? This review keeps your effort pointed at what works.

Worked example — the quarter in numbers

MEASURE	THIS QUARTER	VS. GOAL
Monthly traffic	4,300 sessions	Goal 5,000 — close
Email subscribers	+340	Goal +300 — beat it
Sales from content	\$1,180 / mo	Goal \$1,500 — below
Top channel	Pinterest → blog	Drove ~60% of traffic

Your quarterly review

MEASURE	THIS QUARTER	VS. GOAL
Monthly traffic		
Email subscribers		
Sales from content		
Top channel		

Reflection

My top-performing content this quarter — and why it worked:

What I will do more of, and what I will stop doing:

My single focus for next quarter:

Content Marketing Cheat Sheet

The core ideas of this planner on one page. Pin it above your desk.

The content funnel

Attract

Blog posts, Pinterest, YouTube — found through search

Engage

Email, free guides, series — build trust over time

Convert

Product pages, offers, soft CTAs inside helpful content

Rules of thumb

Engagement Rate

$\text{Engagements} \div \text{reach} \times 100$

Conversion Rate

$\text{Conversions} \div \text{visitors} \times 100$

The 1→9 Repurpose Rule

1 blog → 1 video, 4 pins, 3 posts, 1 email

Search Intent Types

Learn · Solve a problem · Compare · Buy

Beginner Cadence

1 blog/week + daily pins beats burning out

Evergreen Test

Will this still be useful in a year? Prioritize yes.

Helpful content, published consistently, wins.

You do not need to be everywhere or go viral. Know who you serve, choose a few themes, and show up with genuinely useful content on a rhythm you can keep.

Track what works, do more of it, and let your library grow into an engine that brings the right people to your business for years.

CONTENT MARKETING PLANNER