

CAMPAIGN PLANNING WORKBOOK

*DSOA Inner Circle
Spring 2022*

BREAK IT ALL DOWN

☐ **01. Annually: Place all important happenings on the calendar**

Start by adding any known enrollment periods, performances, other promotions, holidays and seasonal notes to your annual calendar. This will help guide and shape your content, and ensure that nothing is missed.

\$\$\$ TIP: This is also the time to allocate your advertising budget, taking all of the ebbs and flows into consideration.

☐ **02. Quarterly: Assign themes to each month**

Use "themes" to set the general direction for the content needed each month. These themes should align with promotions and pre-promotional content you'll need.

☐ **03. Monthly: Break each month's theme down to weekly topics**

Before the start of each month, take each theme and first, sanity check it. Is this what we need right now? Did something change?

Then, assign 4-5 weekly topics that support your theme. These will help shape the day-to-day organic and paid activities that you'll be doing.

☐ **04. Weekly: Break each week down to posts & ads**

Figure out when you'll post on social, and identify which posts will become ads or which other ads you'll need to create.

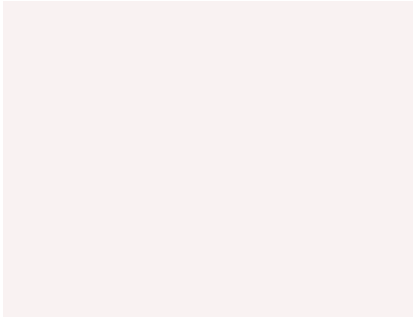
☐ **05: BONUS TIP: Batch create your content each month!**

While you're in the groove and know exactly what you need, sit down in 1-2 hour increments and batch create your content for the entire month at once. Or at least work ahead so each week has some structure before you're faced with the task of posting or creating ads.

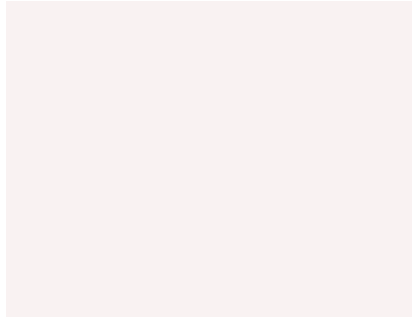
ANNUAL PLANNER

2022

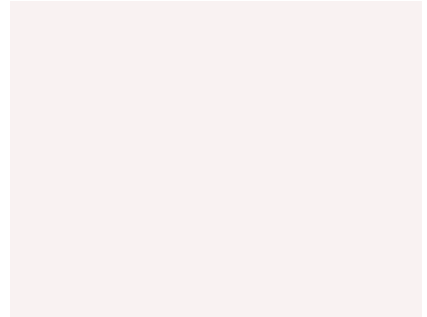
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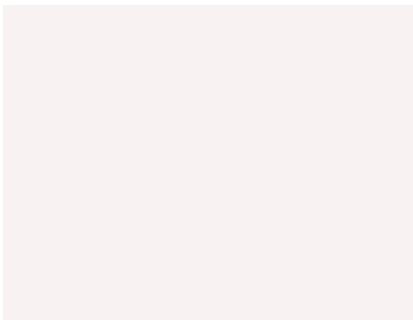
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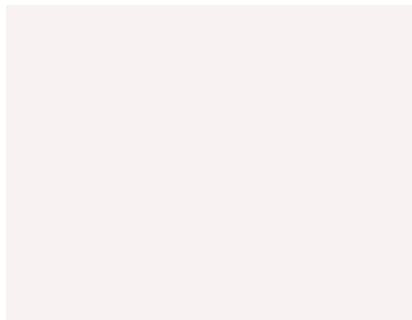
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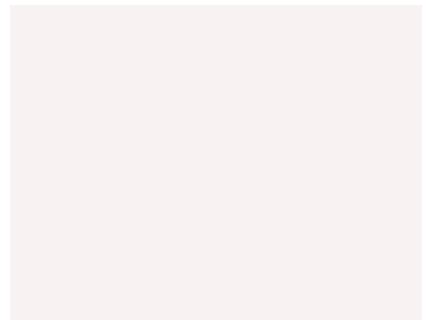
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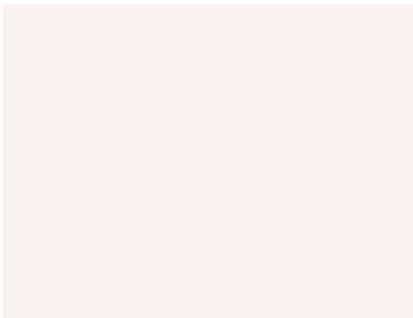
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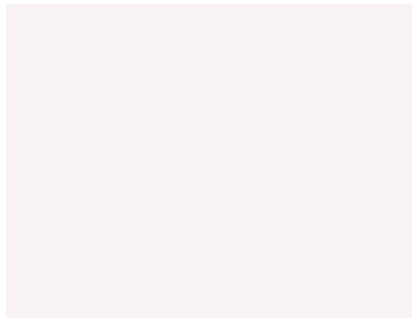
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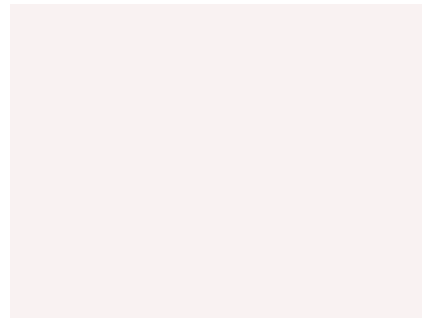
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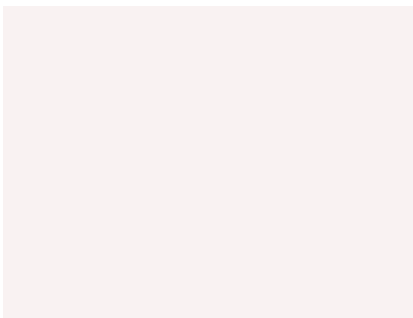
AUGUST



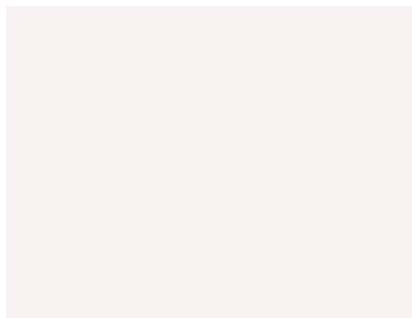
SEPTEMBER



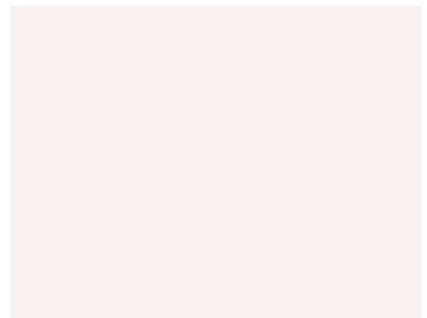
OCTOBER



NOVEMBER



DECEMBER



QUARTERLY PLANNER

QUARTER _ OF 20__

MONTH _____

MONTH _____

MONTH _____

THEME + IDEAS

THEME + IDEAS

THEME + IDEAS

NOTES

MONTHLY PLANNER

1 2 3 4 5 6 7 8 9 10 11 12

SUN	MON	TUE	WED	THU	FRI	SAT

WEEKLY TOPICS

WEEKLY PLANNER

MON		TOPIC THIS WEEK	
TUE		KEY IDEAS	
WED			
THU			
FRI		CONTENT TO BE CREATED	
SAT			
SUN			

*What does your audience need to know, understand, or believe to help them feel ready to take **JUST** the **NEXT** step?*