



CONTENT STRATEGY WORKBOOK

WITH SOCIAL MEDIA TRACKER

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SOUTHERN CHARM WREATHS®

CONTENT STRATEGY WORKBOOK

ENGAGE YOUR AUDIENCE ALL YEAR

In today's digital world, a well-planned content strategy is essential for connecting with your audience, building trust, and expanding your brand's reach. This workbook will walk you through the steps to define your content purpose, understand your ideal customer, and create a structured, versatile content plan across social media, blogs, and video platforms.

By the end of this workbook, you'll have a content calendar and a strong strategy for engaging your audience with seasonal, relevant content all year. At the back of this workbook, you'll find other resources such as a Social Media Tracker, Content Posting Schedule, Repurposing Content, Hook Ideas, and Custom Canva templates. Let's get started!

WHAT IS CONTENT?

Content is any information or material created and shared to communicate a message, provide value, or engage an audience. In a business or marketing context, content is produced with a specific purpose: to attract, inform, inspire, or convert potential customers. Content takes various forms, each tailored to reach audiences where they are and to suit different communication styles.

CONTENT IN THE CUSTOMER JOURNEY

Content plays a critical role at each stage of the customer journey, guiding potential customers from awareness to loyalty. **To learn more about the various stages of the customer journey and how to develop the customer journey for your business, join us in our [How to Sell Handmade community](#).**

Here's how and why content is needed and valuable across the customer journey map:



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1. Awareness Stage

- **Purpose:** Attract potential customers by creating visibility and introducing them to your brand.
- **Content Needs:** Content here should be educational, engaging, motivational or inspiring —focusing on problems or interests relevant to your target audience.
- **Content Types:**
 - **Blog posts:** Optimized with SEO keywords to attract organic search traffic and educate on general topics.
 - **Social media posts:** Eye-catching, shareable content that introduces your brand and sparks interest (e.g., infographics, lifestyle images).
 - **Short-form videos:** Quick, engaging videos on platforms like TikTok or Instagram Reels to capture attention.
- **Why It's Valuable:** This content creates brand visibility and establishes credibility by aligning with your audience's needs and interests, leading them to explore more.

2. Consideration Stage

- **Purpose:** Engage potential customers by providing deeper information about your products, services, or expertise.
- **Content Needs:** Content at this stage should educate, build trust, and position your brand as a valuable option to solve their problems or meet their needs.
- **Content Types:**
 - **Educational blog posts:** In-depth articles, guides, or “how-to” content that address specific issues for your ideal customer.
 - **Case studies and testimonials:** Real-life examples of how your products or services helped customers.
 - **Product comparison guides or infographics:** Helping customers understand the differences between options.
 - **Email newsletters:** Sharing curated, valuable content and nurturing leads through consistent communication.
- **Why It's Valuable:** By providing detailed, relevant information, this content directs potential customers toward decision-making, reducing their uncertainty and strengthening their connection to your brand.

3. Purchase Stage

- **Purpose:** Motivate the customer to make a purchase by highlighting the value and benefits of choosing your brand.
- **Content Needs:** Content here should be persuasive, clear, and focus on removing any last barriers to purchase.
- **Content Types:**
 - **Product demo videos:** Showing your product or service in action, demonstrating its value and your authority.
 - **Customer testimonials and reviews:** Social proof that reassures potential buyers.

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- **Content Types:**
 - **Sales pages or product descriptions:** Highlighting the unique benefits, features, and results customers can expect.
 - **Special offers:** Promotional content, such as discounts or limited-time offers, to prompt action.
- **Why It's Valuable:** Decision-stage content helps convert interest into sales by addressing common concerns and emphasizing value, making it easier for the customer to say "yes."

4. Retention Stage

- **Purpose:** Keep customers engaged and satisfied with your brand after their initial purchase.
- **Content Needs:** Content at this stage should foster connection, provide ongoing value, and encourage repeat purchases.
- **Content Types:**
 - **Onboarding emails or user guides:** Helping new customers use your product effectively.
 - **Follow-up emails:** Checking in post-purchase, offering tips, and encouraging feedback.
 - **Exclusive offers or loyalty program content:** Rewarding loyal customers with special promotions or sneak peeks.
 - **Engaging social content:** Inviting customers to share their experiences or participate in user-generated content.
- **Why It's Valuable:** Retention content strengthens the customer relationship, boosts satisfaction, and increases the likelihood of repeat purchases or referrals.

5. Advocacy Stage

- **Purpose:** Turn loyal customers into brand advocates who promote your brand organically.
- **Content Needs:** This content should encourage happy customers to share their positive experiences and support your brand.
- **Content Types:**
 - Referral program invitations: Offering incentives for customers to refer friends and family.
 - Testimonial requests or customer spotlights: Inviting customers to share their stories or highlight their experiences with your brand.
 - Community-building content: Creating groups where loyal customers can engage with each other and your brand.
 - Social media shoutouts or contests: Encouraging customers to share their experiences online.
- **Why It's Valuable:** Advocacy content amplifies brand reach, as loyal customers become influential voices, bringing in new leads through word-of-mouth marketing and increasing credibility.

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Content is essential at each stage of the customer journey because it creates a seamless, supportive experience for customers as they move from awareness to loyalty. By aligning content with each stage's specific needs, businesses can effectively guide and nurture potential customers, build stronger relationships, and increase customer lifetime value.

TYPES OF CONTENT

Here's a breakdown of common types of content and their purposes:

1. Written Content

- **Blog posts:** Informative articles that provide value, insights, or advice, often centered around keywords for SEO (Search Engine Optimization) to attract organic search traffic.
- **Social media posts:** Short-form updates, captions, or descriptions that engage, inspire, or inform your audience on platforms like Instagram and Facebook.
- **Newsletters/emails:** Direct, personalized communication that keeps subscribers informed, updated, or engaged with your brand.

2. Visual Content

- **Images:** High-quality photos or graphics (e.g., product shots, branded visuals) that visually represent your brand.
- **Infographics:** Visual representations of data, tips, or processes, which make complex information easily digestible.
- **Memes/GIFs:** Fun, engaging visuals that can convey humor or cultural relevance, often shared on social media.

3. Video Content

- **Short-form videos:** Brief clips, like Instagram Reels, TikToks, or YouTube Shorts, focused on engaging or educating the audience in a few seconds.
- **Long-form videos:** More in-depth videos, such as YouTube tutorials, product demos, or brand storytelling.
- **Live streaming:** Real-time interaction with audiences via platforms like Instagram Live, Facebook Live, or YouTube Live, which can foster direct engagement.

4. Interactive Content

- **Polls and quizzes:** Engaging, interactive elements that encourage participation and can provide insights into customer preferences.
- **Surveys:** Structured forms for gathering feedback, opinions, or data from your audience.

5. Educational Content

- **Guides, Workbooks & eBooks:** In-depth resources that provide step-by-step information or insights on a topic relevant to your audience.
- **Webinars and online workshops:** Live or recorded educational sessions on topics of interest that offer value and showcase your expertise.

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In essence, content encompasses anything your brand creates and shares to reach, engage, and convert its audience. It's both a tool for communicating value and a bridge for building connections.

IDENTIFY YOUR IDEAL CUSTOMER'S PAIN POINTS

Understanding your customer's challenges and pain points will shape your content, making it more relevant and engaging. By addressing these pain points, you're offering valuable solutions that keep your audience coming back.

Questions to Consider:

- What frustrations or problems does your ideal customer face that you can help solve?
- How does your product or service improve their lives?

Exercise: List 3-5 pain points your ideal customer faces. Then, think about how each can be addressed through different types of content.

Example: A holiday decor business might list "stress over seasonal decorating" as a pain point and address it with a blog post on "5 Quick Holiday Decorating Hacks" or a YouTube video on "Effortless Seasonal Decor Tips for a Stress-Free Holiday"

Knowing my ideal customer, these are 3-5 pain points:

DEVELOP NON-BRANDED TALKING POINTS

Effective content includes topics that may not directly promote your product but resonate with your audience's lifestyle or values. This creates a relatable brand image and fosters a sense of community.

Examples of Non-Branded Topics:

- Inspirational or Motivational Quotes
- Quick & Easy Recipe Ideas
- Pet related content

Exercise: Brainstorm 3-5 topics that interest your ideal customer but aren't directly about your brand. These can help build relationships by engaging with their broader interests.

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Now it's your turn:

Knowing my ideal customer, I think they will relate to the following non-branded topics:

CLARITY IN BRAND PURPOSE

Your brand purpose is the foundation of your content strategy. Clearly define:

- **What you do**
- **Who you help**
- **The end result you bring to your customers**

Craft a clear statement that captures this purpose. This will be the guiding force behind all your content.

Exercise: Write a brand statement using this format:

"I help [target audience] achieve [desired result] through [service/product] in order to experience [transformation]"

Example:

"I help [busy middle-aged female homeowners with disposable income living in the south] quickly create a [warm, inviting atmosphere in their home for every season and holiday with handmade decor] in order to experience [pride, joy, and peace in their homes and lives]."

This statement becomes the heart of your content strategy. Each piece of content should connect to this purpose, directly or indirectly.

Now it's Your Turn:

I help _____ achieve _____
through _____ because _____.

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CORE THEMES OR PILLARS OF FOCUS PROVIDE DIRECTION

Core themes provide direction, purpose, and value to a content strategy, making it easier to engage with audiences, build authority, and grow a recognizable brand. They allow you to create content that's not only relevant and organized but also impactful in establishing and maintaining strong connections with your ideal customers.

Here's why core themes are so valuable:

1. Consistency in Messaging

- Core themes keep your messaging focused and aligned with your brand's purpose. By consistently addressing the same themes, your content reinforces key messages, making it easier for your audience to understand what your brand stands for and what it offers.
- Consistency also helps build trust and recognition, as audiences start to associate specific ideas, values, or expertise with your brand.

2. Increased Engagement and Relevance

- When content centers around themes relevant to your audience, it's more likely to resonate with them. Core themes allow you to focus on topics that matter most to your ideal customers, keeping them engaged and making your brand part of their regular content consumption.
- Engaging with your audience on themes they care about increases the likelihood of them returning, sharing your content, or recommending it to others.

3. Improved Content Planning and Efficiency

- Establishing core themes simplifies content planning by providing clear categories to guide content creation. This makes brainstorming and organizing ideas more efficient and reduces the likelihood of going off-track or creating content that doesn't align with your brand.
- It's easier to plan and fill a content calendar when you have defined themes, enabling you to create a diverse yet cohesive content mix.

4. Enhanced Brand Authority and Expertise

- Focusing on core themes allows you to delve deeply into specific areas, positioning your brand as a trusted expert or authority on those topics. Over time, your audience sees your brand as a go-to source, whether for information, inspiration, or solutions in those areas.
- By building authority, you increase credibility, which can lead to more conversions and loyalty as people trust your brand's knowledge and experience.

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5. Optimized SEO and Discoverability

- Consistent core themes help improve search engine optimization (SEO), as your website, blog, or social media posts repeatedly address relevant keywords. This strengthens your brand's ranking on search engines, making it easier for potential customers to find you when searching for topics within your core themes.
- The focused content helps search engines understand what your brand is about, leading to better reach and more targeted audience acquisition.

6. Stronger Brand Identity and Recognition

- Core themes shape the narrative of your brand and give it a clear voice. By consistently addressing these themes, you create a recognizable brand identity that sets you apart from competitors.
- Themes act as a framework, allowing you to showcase your values, mission, and personality, building a brand that audiences recognize and connect with on a deeper level.

7. Guidance for Content Repurposing

- With core themes, it's easier to repurpose content across multiple platforms. For example, a blog post on one of your themes can be transformed into social media posts, videos, or newsletters, creating a cohesive multi-channel presence.
- Repurposing saves time and ensures that your brand's messaging stays consistent, maximizing the impact of each piece of content.

Now it's Your Turn:

What are 4 Core Themes or Pillars of Focus for your brand? Make sure you can talk about these topics without much research while still relating to your ideal customer. **Learn more on how to develop your Ideal Customer by [tapping here](#).** While most handmade businesses mainly stick to what they make (which is fine) a brand could also incorporate characteristics of their Ideal Customer (humor, spirituality, tips on a common theme, etc).

1. _____
2. _____
3. _____
4. _____

All of these parts combined create a full picture of what my brand offers.

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For example: For a seller who creates handmade wreaths, swags, and silk flower centerpieces, here are examples of 4 Core Themes that could effectively guide content creation and resonate with their target audience:

1. Seasonal Decorating Inspiration - aims to showcase how your products can match each season's look.

- **Description:** Showcase how wreaths, swags, and centerpieces can transform a home for each season or holiday. Offer fresh ideas for decorating entryways, mantels, tables, and more, aligned with the changing seasons.
- **Example Topics:**
 - "How to Style Your Front Door for Fall"
 - "Festive Ways to Use Wreaths and Centerpieces for Christmas"
 - "Spring Floral Trends to Brighten Up Your Home"
 - "Patriotic Summer Decor Ideas for the Fourth of July"

2. Behind-the-Scenes Look - aims to build trust in your product's craftsmanship

- **Description:** Give audiences an inside look at the craftsmanship behind the products. This theme builds a deeper connection with audiences by showcasing the skill and passion involved in creating each piece.
- **Example Topics:**
 - "Behind the Scenes: How We Create Our Custom Wreaths"
 - "5 Tips for Making Your Wreath Last Longer"
 - "Go Shopping With Me or Supply Unboxing"
 - "The Secret to Choosing the Right Colors When Making a Wreath"

3. Home Styling and Design Ideas - aims to show brand's authority in niche

- **Description:** Go beyond just the products by helping customers envision how to use them within their broader home decor. Offer advice on coordinating colors, arranging decor, and creating an inviting atmosphere.
- **Example Topics:**
 - "How to Choose the Perfect Wreath for Your Home's Style"
 - "Easy Tips for Creating a Welcoming Entryway"
 - "Top 3 Ways to Use Silk Flowers in Interior Design"
 - "Matching Wreaths, Swags, and Centerpieces for a Cohesive Look"

4. Holiday and Event Decor - aims to showcase products while in use

- **Description:** Tap into the special occasions that drive customers to update their decor. This theme helps customers see how your products can make holidays, celebrations, and gatherings even more memorable.

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- **Example Topics:**

- “Elegant Wreaths and Centerpieces for a Cozy Thanksgiving”
- “Planning Your Christmas Decor: How to Make Your Home Feel Festive with Silk Flowers”
- “Creating a Romantic Atmosphere with Floral Decor for Valentine’s Day”
- “Flower Decor Tips for Hosting the Perfect Easter Brunch”

These themes cover a wide range of content that highlights a brand’s products, provides value, and reinforces a brand as a resource for beautiful, high-quality decor. They offer flexibility for seasonal changes and holiday content, ensuring that your strategy stays fresh and relevant all year.

Expand Each topic idea into Multiple Content Types

Maximize the value of each idea by repurposing it across various formats, platforms, seasons, and holidays. This not only saves you time but ensures consistent messaging.

Example for Topic "How to Decorate a Holiday Entryway":

- Instagram Reel: "Top 3 Holiday Entryway Decorating Mistakes to Avoid"
- YouTube Video: "Step-by-Step Guide to Choosing Entryway Decor for the Holidays"
- Blog Post: "How a Beautiful Entryway Can Transform Your Home this Holiday Season"

Repurposing Tip: Adapt the content to other occasions, such as "Easter Entryway Decor" or "Summer Front Door Styling." This way, a single topic idea can inspire a range of content throughout the year.

PLAN A 6-MONTH CONTENT CALENDAR

With your core themes and topic ideas list and repurposing strategy in hand, map out a 6-month content calendar. Consider seasons, holidays, and key events for your audience when planning each month’s themes.

Sample 6-Month Calendar Outline:

- **December:** Festive entryway decor, DIY holiday wreath tutorials, and centerpiece tips
- **January:** New year refresh ideas, organizing tips, and evergreen wreaths
- **February:** Valentine’s Day decor, seasonal color schemes, and DIY romantic centerpieces
- **March:** Storing silk floral decor tips, fresh decor ideas, and floral wreaths
- **April:** Easter decor, pastel color palettes, and hosting tips
- **May:** Mother’s Day inspiration, garden decor, and outdoor wreaths

Each month, adjust your schedule based on audience feedback, trending topics, or any seasonal shifts that affect your ideal customer.

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FINAL NOTES

Building a structured content strategy allows you to consistently connect with your audience, provide valuable information, and position your brand as an essential part of their lives. Revisit your plan regularly, updating topics and approaches to stay relevant and engaging. By staying aligned with your brand purpose and customer needs, your content will attract, engage, and inspire your audience for the long term.

6-MONTH CONTENT CREATION

CONTENT CREATION WORKSHEET

BRAND PURPOSE

Area of expertise you plan to build authority around in the next 6 months:

Core Themes

- _____
- _____
- _____
- _____

Core Theme 1: _____

Quickly braindump general topic ideas you'd like to cover for this core theme.

Core Theme 2: _____

Quickly braindump general topic ideas you'd like to cover for this core theme.

Core Theme 3: _____

Quickly braindump general topic ideas you'd like to cover for this core theme.

Core Theme 4: _____

Quickly braindump general topic ideas you'd like to cover for this core theme.

Note any months you'll promote product themes (ie. January - Valentine's Day):

_____	_____	_____
_____	_____	_____
_____	_____	_____

MONTHLY CONTENT THEMES

WRITE A THEME FOR EACH MONTH TO HELP WITH BRAINSTORMING

The following examples are for a silk flower decor business.

JANUARY

1. **New Beginnings:** Refresh your space with new floral decor.
2. **Winter Warmth:** Cozy up your home with winter-themed wreaths and centerpieces.
3. **Organized & Styled:** Tips for organizing and styling home decor after the holidays.

FEBRUARY

1. **Love in Bloom:** Romantic floral arrangements and wreaths for Valentine's Day.
2. **Heartfelt Home:** Creating warm, inviting spaces with seasonal decor.
3. **Winter-to-Spring Transition:** Tips for subtle decor changes as spring approaches.

MARCH

1. **Spring Refresh:** Bringing bright, cheerful decor into the home for spring.
2. **Garden Party Vibes:** Floral decor ideas inspired by outdoor gardens.
3. **Spring Cleaning & Decorating:** Refresh your entryway and spaces with seasonal pieces.

APRIL

1. **Easter Elegance:** Decor ideas for an elevated Easter celebration.
2. **Floral Festivities:** Bringing the vibrancy of spring flowers indoors.
3. **April Showers, May Flowers:** Using florals to transition into late spring.

MAY

1. **Mother's Day Magic:** Gift ideas and decor for celebrating moms.
2. **Blossoming Spaces:** Adding fresh, floral touches to living spaces.
3. **Nature-Inspired Decor:** Earthy and natural florals for an organic home feel.

JUNE

1. **Summer Sunshine:** Bright and cheerful summer wreaths and arrangements.
2. **Outdoor Entertaining Essentials:** Wreaths and centerpieces for patios and gardens.
3. **Father's Day:** Unique decor ideas to celebrate Father's Day.

JULY

1. **Red, White, and Blue:** Patriotic floral decor for the Fourth of July.
2. **Summer Retreat:** Bringing a vacation vibe home with tropical-inspired decor.
3. **Sun-Kissed:** Warm-toned wreaths and swags inspired by summer sunsets.

MONTHLY CONTENT THEMES

WRITE A THEME FOR EACH MONTH TO HELP WITH BRAINSTORMING

AUGUST

1. **End-of-Summer Celebration:** Decor to mark the last days of summer.
2. **Back to School, Back to Style:** Refreshing home decor as routines return.
3. **Late Summer Serenity:** Neutral and muted florals for a calming transition to fall.

SEPTEMBER

1. **Fall Preview:** Introducing the season with early fall wreaths and arrangements.
2. **Harvest Home:** Cozy, harvest-themed decor ideas for a warm home.
3. **Seasonal Shifts:** Tips for a seamless transition from summer to autumn decor.

OCTOBER

1. **Elegant Halloween:** Chic and sophisticated Halloween decor ideas.
2. **Autumn Abundance:** Using rich colors and textures to celebrate fall.
3. **Pumpkin Spice & Everything Nice:** Decor ideas inspired by fall's favorite flavors.

NOVEMBER

1. **Grateful Gatherings:** Thanksgiving decor to elevate your table and entryway.
2. **Warm Welcome:** Entryway decor to greet holiday guests.
3. **Fall Farewell:** Ideas for blending autumn and winter decor.

DECEMBER

1. **Holiday Home:** Classic holiday wreaths, swags, and centerpieces.
2. **Winter Wonderland:** Decor inspired by snow and frost.
3. **New Year's Sparkle:** Florals and wreaths with touches of sparkle for a festive New Year.

CONTENT TYPES

CONTENT IDEAS TO GET YOU STARTED

Keeping your Ideal Customer in mind, create content around each core theme for the following:

HOW TO....

- How to Choose the Perfect Wreath for Each Season: Create a guide or video that helps customers understand how to select wreaths for each season, highlighting color schemes, flower choices, and seasonal themes.
- How to Style a Wreath for the Holidays: Demonstrate how customers can add small decorative elements (like bows or ornaments) to personalize their wreaths for the holiday season.
- How to Care for a Silk Wreath to Make It Last: Offer tips on cleaning and storing silk wreaths so they look fresh and last year after year.
- How to Hang Your Wreath Like a Pro: Show different ways to hang wreaths securely on various surfaces (doors, walls, etc.).

ANSWER A FREQUENTLY ASKED QUESTION

- “What Size Wreath Should I Choose for My Door?”: Provide guidance on choosing the right wreath size, with visuals for different door and wreath sizes.
- “Can Your Wreaths Be Used Outdoors?”: Answer with tips on how to protect wreaths from weather elements if they’re hung outside.
- “What Makes Silk Wreaths Different from Real Florals?”: Explain the benefits of silk wreaths, such as longevity and ease of care.
- “How Can I Store My Wreath?”: Offer storage solutions to keep wreaths looking new year-round.

TAKE A POLL IDEA

- Which Seasonal Wreath Do You Prefer?: Create a poll showing different seasonal wreath designs (e.g., fall vs. winter) and ask followers to vote on their favorite.
- Holiday Decor Style Poll: Ask, “Do you prefer traditional or modern holiday wreaths?”
- Favorite Color Theme Poll: Poll followers on their favorite color themes for spring wreaths, like pastels vs. vibrant florals.
- This or That Poll: Natural vs. Sparkle: Ask if they prefer wreaths with natural elements (like pinecones) or sparkle (like glittery accents).

SHARE A HACK OR TIP IDEA

- How to Quickly Refresh Your Wreath with Seasonal Accents: Share tips on adding seasonal accents like ribbon, flowers, or ornaments to transition wreaths between seasons.
- Tip for Keeping Wreaths Dust-Free: Offer a quick hack for cleaning silk flowers using a hairdryer or compressed air.

CONTENT TYPES

CONTENT IDEAS TO GET YOU STARTED

SHARE A HACK OR TIP IDEA, CONT'D.

- How to Quickly Refresh Your Wreath with Seasonal Accents: Share tips on adding seasonal accents like ribbon, flowers, or ornaments to transition wreaths between seasons.
- Tip for Keeping Wreaths Dust-Free: Offer a quick hack for cleaning silk flowers using a hairdryer or compressed air.
- DIY Bow Hack for Wreaths: Demonstrate an easy way to create beautiful bows that customers can add to their wreaths.
- Storage Tip for Longevity: Share a hack for storing wreaths using large garment bags to protect them from dust.

SHARE A QUOTE IDEA

- “Home is Where the Heart Is”: Pair this quote with a wreath that creates a welcoming entryway.
- “Celebrate Every Season”: Use this to encourage wreaths as seasonal decor.
- “Small Touches Make Big Impressions”: Reinforce the impact of decor details.
- “Welcome Home”: Classic and inviting, perfect for a wreath-focused post.

BEHIND THE SCENES (OR GET READY WITH ME) IDEA

- Get Ready with Me: Creating a Custom Wreath Order: Take followers through the process of making a custom wreath.
- Behind the Scenes: How We Choose Our Silk Flowers: Show the process of selecting materials, from color choice to quality checks.
- Seasonal Wreath Prep: Show the process of setting up materials and designs for a new season's collection.
- Behind the Scenes of a Holiday Photo Shoot: Show how you style and photograph wreaths for holiday marketing.

SHARE A TESTIMONIAL IDEA

- Customer Photo and Review: Share a happy customer's photo of their wreath in their home, along with their review.
- Story Highlight: Feature a repeat customer's story on why they love your wreaths.
- Video Testimonial: A customer shares why your wreath was the perfect decor piece for their entryway.
- Before and After with Customer Feedback: Show a customer's home before and after adding a wreath, with their thoughts on the transformation.

CONTENT TYPES

CONTENT IDEAS TO GET YOU STARTED

LIVESTREAM IDEA

- Live DIY Workshop: Make a Mini Wreath with Me: Host a live workshop where you make a simple wreath and invite viewers to follow along.
- Q&A Session: “Ask Me Anything About Seasonal Wreaths” where you answer common questions about decor, wreath maintenance, and styling.
- Holiday Decorating Tips: Go live to share tips for decorating with wreaths during a holiday season.
- Behind the Scenes of Our Holiday Prep: Show followers your holiday wreath-making process, from inspiration to final product.

THIS OR THAT IDEA

- Floral vs. Foliage Wreaths: Show two styles and ask followers to choose their favorite.
- Minimalist vs. Bold Wreaths: Ask followers to vote on their preferred style.
- Spring Colors: Pastels or Brights?: Show two spring wreaths, each with a different color scheme, and have followers choose.
- Traditional vs. Modern Holiday Wreaths: Let followers vote on whether they prefer classic or contemporary styles for the holidays.

REMINDER: DON'T FORGET TO INCLUDE YOUR PRODUCT IN THE MAJORITY OF YOUR CONTENT.

CONTENT CREATION CHECKLIST

STAY ON TRACK WITH YOUR CONTENT CREATION

DEFINE YOUR BRAND PURPOSE

- Write a clear brand purpose statement: "I help [target audience] achieve [desired result] through [service/product]."
- Ensure each content piece connects back to your brand purpose.

IDENTIFY CORE THEMES OR PILLARS OF FOCUS

- Choose 4 core themes (e.g., *Seasonal Decorating, Home Styling, Behind-the-Scenes, Holiday/Event Decor*).
- List 4-5 topic ideas under each theme to guide content creation.

PLAN CONTENT AROUND KEY FORMATS

- How to...
- Answer a Frequently Asked Question
- Take a Poll Idea
- Share a Hack or Tip Idea
- Share a Quote Idea
- Behind the Scenes Idea
- Share a Testimonial Idea
- 5 Reasons to... Idea
- 3 Ways to... Idea
- Livestream Idea
- This or That Idea

REPURPOSE CONTENT ACROSS PLATFORMS

- Turn one topic into multiple content pieces (e.g., *reel, blog post, YouTube video*).
- Adapt content for different occasions or seasons (e.g., *turn a Christmas decor topic into an Easter version*).

CREATE A 6-MONTH CONTENT CALENDAR

- Map out monthly themes that align with your core themes and audience interests.
- Include key dates, holidays, or seasonal shifts relevant to your audience.
- Adjust content each month based on audience feedback and engagement.

ENGAGE AND REFLECT

- Track audience engagement and adjust future content based on what resonates.
- Revisit your core themes and adjust them as your brand or audience evolves.
- Celebrate your progress and note any content ideas or approaches to test next!

MONTHLY PPP IDEAS

PRODUCTION - PROMOTION - PIPELINE

HERE'S YOUR JANUARY PPP

PRODUCTION

Valentine's Day
Easter
Spring
St. Patrick's Day
Year Round



PROMOTION

Winter
Mardi Gras
Valentine's Day
Year Round
Spring



PIPELINE

Spring
Easter
St. Patrick's Day
President's Day
Sale



HERE'S YOUR FEBRUARY PPP

PRODUCTION

Spring
Easter
Halloween
St. Patrick's Day
Weddings
Year Round



PROMOTION

Mardi Gras
Valentine's Day
Year Round
St. Patrick's Day
Spring
President's Day
Sale



PIPELINE

St. Patrick's Day
Spring
Easter
Mother's Day



HERE'S YOUR MARCH PPP

PRODUCTION

Spring
Mother's Day
Graduation
Cinco de Mayo
Year Round



PROMOTION

Easter
Spring
After Winter
Sale



PIPELINE

Graduation
Weddings
Mother's Day
Summer
Father's Day
4th of July



HERE'S YOUR APRIL PPP

PRODUCTION

Weddings
Summer
4th of July
Graduation
Memorial
Day/Patriotic
Father's Day



PROMOTION

Easter
Spring
Mother's Day
Graduation
Weddings
Memorial
Day/Patriotic



PIPELINE

Back to School
Graduation
Memorial Day
Sale
Mother's Day
Summer
Cinco de Mayo



HERE'S YOUR MAY PPP

PRODUCTION

Summer
Patriotic
Father's Day
Year Round
Weddings



PROMOTION

Memorial Day
Mother's Day
Graduation
Summer
Cinco de Mayo
Memorial Day
Sale



PIPELINE

Fall
Halloween
First Day of
Summer
Father's Day
Christmas in
July
Back to School



HERE'S YOUR JUNE PPP

PRODUCTION

Back To School
Fall
Halloween
Year Round
Patriotic



PROMOTION

Father's Day
Summer
Patriotic
4th of July
After Spring
Sale



PIPELINE

Christmas
Fall
Halloween
Back To School
Thanksgiving
Christmas in July
Sale
Fall Weddings



MONTHLY PPP IDEAS

PRODUCTION - PROMOTION - PIPELINE

HERE'S YOUR JULY PPP

PRODUCTION

Christmas
Fall
Halloween
Back to School
Thanksgiving
Year Round



PROMOTION

Summer
Patriotic
Christmas in
July
Independence
Day
Christmas in
July Sale



PIPELINE

Christmas
Fall
Thanksgiving
Halloween
Back to School
Labor Day



HERE'S YOUR AUGUST PPP

PRODUCTION

Christmas
Fall
Halloween
Breast Cancer
Awareness
Thanksgiving
Year Round



PROMOTION

Back To School
Summer
Patriotic
Fall
Beat the Heat
Sale



PIPELINE

Christmas
Fall
Thanksgiving
Dia de los
Muertos
Labor Day Sales
Breast Cancer
Awareness



HERE'S YOUR SEPTEMBER PPP

PRODUCTION

Christmas
Fall
Halloween
Hanukkah
Thanksgiving
Year Round
Year Round



PROMOTION

Fall
Back To School
Halloween
Year Round
Labor Day
Sale



PIPELINE

Black Friday Offer
Winter
Christmas
New Years
Hanukkah
Gifts for Her/Him
Breast Cancer
Awareness
Dia de los Muertos



HERE'S YOUR OCTOBER PPP

PRODUCTION

Christmas
Fall
Winter
Religious
Hanukkah



PROMOTION

Fall
Halloween
Thanksgiving
Year Round
Columbus Day
Dia de los
Muertos



PIPELINE

Christmas
Hanukkah
Gifts for Her
Gifts for Him
Black Friday
Winter
Valentine's Day
Friendsgiving



HERE'S YOUR NOVEMBER PPP

PRODUCTION

Christmas
Valentine's Day
New Years
Religious
Mardi Gras
Winter



PROMOTION

Fall
Thanksgiving
Christmas
Hanukkah
Winter
Veteran's Day
Black Friday
Sales



PIPELINE

Mardi Gras
Spring
Valentine's Day
President's Day
Sale
Winter
New Years
Kwanzaa



HERE'S YOUR DECEMBER PPP

PRODUCTION

Valentine's Day
New Years
Mardi Gras
Spring
Year Round



PROMOTION

Winter
Christmas
Hanukkah
Religious
Kwanzaa
Veteran's Day
After Christmas
Sale



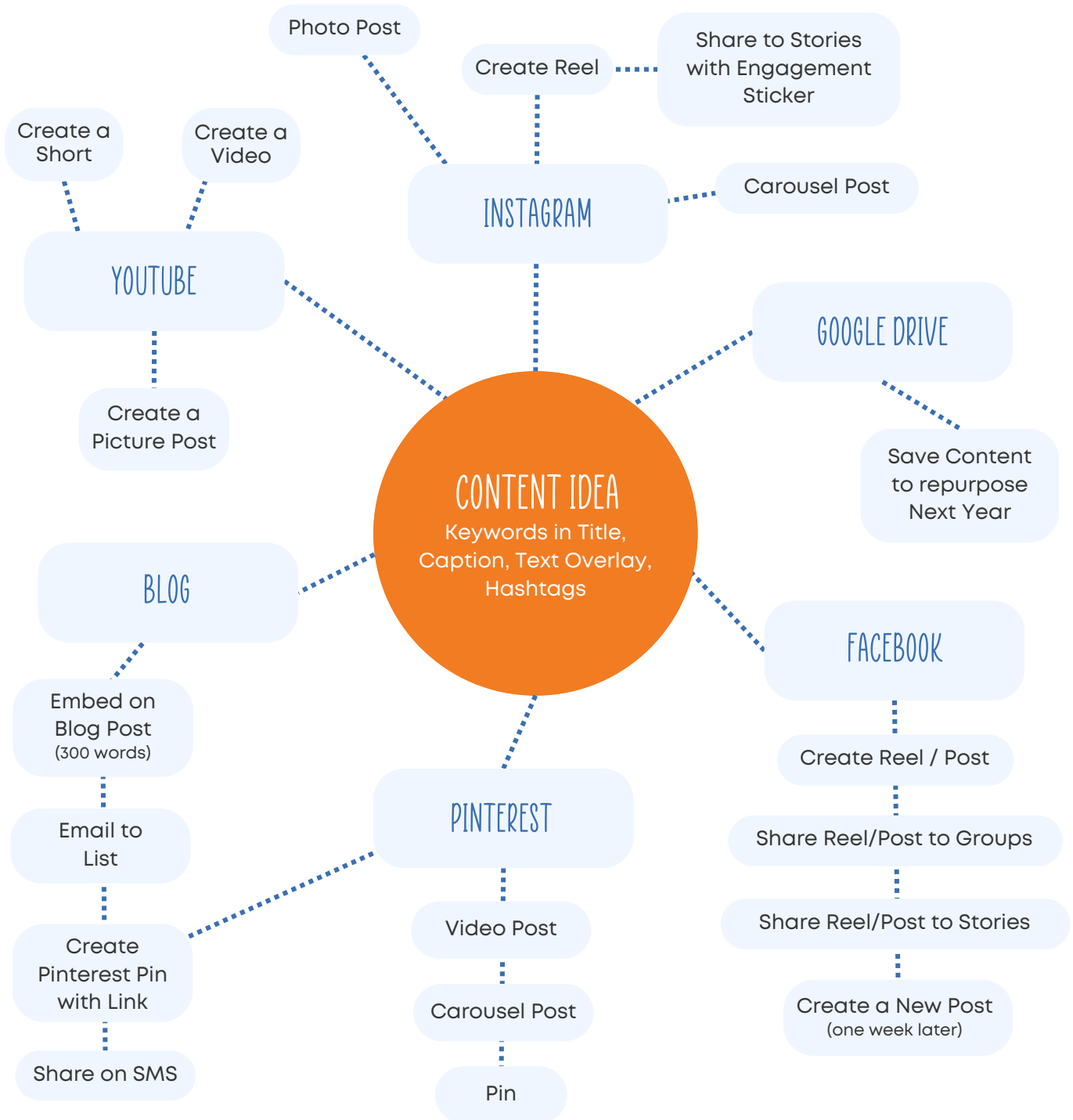
PIPELINE

Mardi Gras
Spring
Easter
St. Patrick's Day
President's Day
Sale
Winter



REPURPOSING YOUR CONTENT

WAYS TO REPURPOSE YOUR CONTENT



CHECKLIST

REPURPOSING YOUR CONTENT

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SOCIAL MEDIA TRACKER

SOCIAL MEDIA TRACKER

HOW TO USE THIS TRACKER

If you're reading this, you've probably found me on social media. Social media has been a HUGE, if not the ONE, marketing effort that has propelled me from crafter to 7-figure business owner.

Social media is the perfect place to connect your customers and fans to your brand, as well as develop your business model.

We all have a story to share.

We all have talents to share.

We all CAN make a difference in lives.

And it's done with social media.

So stop worrying about what others will think of you!

Show up to make a difference, show up to serve, and you'll be amazed at how more followers will want to purchase and support your small business.

If you're struggling with ways to serve your audience and you're ideal customer, **join me in our Success Circle: How to Sell Handmade** membership group for detailed training and guidance.

Our coaches are ready to help you succeed!

SOCIAL MEDIA CHECKLIST

Our weekly Social Media checklist will insure you stay on top of your social media postings. If you don't have a social media channel for all of our suggestions, no worries, just use the ones that pertain to your business. We recommend having at least one.

SOCIAL MEDIA TRACKER

Keep track of your social media followers by writing these down at the beginning of the month. This is important! Daily posting doesn't feel like you're getting traction, but reviewing month-to-month or year-to-year you should see significant growth!

CANVA TEMPLATES

Etsy Graphics and Engagement Post ideas to help you get started. We've also included Canva templates to help get the conversation started when posting on your social media platforms (Facebook, Instagram, etc.). Engagement is needed to help build a community around your brand and keep people coming back to your page and your posts seen.

SOCIAL MEDIA TRACKER

END-OF-MONTH COMPARISON

INSTAGRAM				
	FOLLOWERS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	ENGAGEMENT RATE/VIEWS	ACCOUNTS REACHED END OF MONTH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				
TOTAL				

SOCIAL MEDIA TIPS

- ★ Serve first, Sell second.
- ★ Build a community around your brand.
- ★ Be consistent.
- ★ Make the focus on the viewer, not you. (*You NOT I.*)
- ★ *It's not a task, but an opportunity.*
- ★ For 2025, the majority of your posts should include Short Video content.

FACEBOOK					FACEBOOK GROUP		
	FOLLOWERS END OF MONTH	REACH END OF MONTH	VISITS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	MEMBERS END OF MONTH	ACTIVE MEMBERS	ENGAGEMENT POSTS, COMMENTS, REACTIONS
JANUARY							
FEBRUARY							
MARCH							
APRIL							
MAY							
JUNE							
JULY							
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
TOTAL							

SOCIAL MEDIA TRACKER

END-OF-MONTH COMPARISON

	PINTEREST					WEB/EMAIL/TEXT		
	FOLLOWERS	VIEWS	IMPRESSIONS	ENGAGED AUDIENCE	TOTAL AUDIENCE	WEB SESSIONS	EMAIL SUBSCRIBERS	TEXT SUBSCRIBERS
JANUARY								
FEBRUARY								
MARCH								
APRIL								
MAY								
JUNE								
JULY								
AUGUST								
SEPTEMBER								
OCTOBER								
NOVEMBER								
DECEMBER								
TOTAL								

	TIKTOK			YOUTUBE		
	FOLLOWERS END OF MONTH	VIDEO VIEWS END OF MONTH	TOTAL SHARES END OF MONTH	SUBSCRIBERS END OF MONTH	TOTAL VIEWS END OF MONTH	WATCH TIME CURRENT MONTH
JANUARY						
FEBRUARY						
MARCH						
APRIL						
MAY						
JUNE						
JULY						
AUGUST						
SEPTEMBER						
OCTOBER						
NOVEMBER						
DECEMBER						
TOTAL						

SOCIAL MEDIA POST SCHEDULE

MONTH: _____

DAY	FACEBOOK POSTS 1/DAY	INSTAGRAM POSTS 1/DAY	PINTEREST PINS 3/DAY	TIKTOK 1/DAY	WEEK	BLOG POST 1/WEEK	PINTEREST IDEA PINS 2/WEEK	EMAIL CAMPAIGN 1/WEEK	LIVE STREAM 1/WEEK	YOUTUBE VIDEO 1/WEEK
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
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11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
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13	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
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16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
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30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						

These are the recommended daily and weekly minimums for Social Media Engagement Posts, Email Campaigns, Live Streams, and Blog Posts.

However posting more frequently could improve engagement on a platform.

Use the Engagement Post Templates for each month found in this tracker for post ideas and inspiration.

DAILY POSTS SHOULD DO ONE OF THE FOLLOWING:

ENGAGE: Engage is about **action**. Get your audience to take action by sharing, commenting, messaging.

SIZZLE: Sizzle is about **selling**.

CONNECT: Connect is about **sharing** more about you, and the connection between your audience and your brand.

AUTHORITY: Authority is about showing you are an **expert**.

SHORT VIDEO CHALLENGE

Short Videos are what's working on ALL Social Media.

(Pinterest = Pins Facebook & Instagram = Reels YouTube = Shorts TikTok = Toks)

Complete 2 Short Videos per week on Platform of Choice

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
<p>ENGAGE</p> <p>ENGAGE is about ACTION. Getting your audience to take action by sharing, commenting, messaging.</p> <p>IDEAS:</p> <ul style="list-style-type: none">• Use a trending sound with a CTA to follow.• Ask viewers to choose next color theme or design.• Where would they put your product in their home?• Create an inspiring voice over with product photo to get others to use on their Etsy Shops. <p>TASK COMPLETED <input type="checkbox"/> <input type="checkbox"/></p>	<p>SIZZLE</p> <p>SIZZLE is about selling.</p> <p>IDEAS:</p> <ul style="list-style-type: none">• Fast video making with voice over and finished product at end.• Flash sale some of your items.• Show hints of designs coming.• Etsy Shop tour.• What are your top 3-5 things that are under \$50 or under \$100 <p>TASK COMPLETED <input type="checkbox"/> <input type="checkbox"/></p>	<p>CONNECT</p> <p>CONNECT is about SHARING more about you and the connection to your brand.</p> <p>IDEAS:</p> <ul style="list-style-type: none">• Tour of work area• Share your story.• What being a [niche] means to me.• 3 Ways you manage the 9-5 Hustle & Family• Introduce your team. <p>TASK COMPLETED <input type="checkbox"/> <input type="checkbox"/></p>	<p>SIZZLE</p> <p>SIZZLE is about selling.</p> <p>IDEAS:</p> <ul style="list-style-type: none">• Packaging to ship product.• How to care for items after purchase.• Using your item after purchase.• Review gift ideas for the [niche] lovers in your life.• Here's a quick way to get X% off our Etsy shop. <p>TASK COMPLETED <input type="checkbox"/> <input type="checkbox"/></p>	<p>AUTHORITY</p> <p>AUTHORITY is about showing you are an EXPERT.</p> <p>IDEAS:</p> <ul style="list-style-type: none">• Top seasonal trends for your niche• Why you do something specific in your designs• What to do if [fill in the blank] happens.• Video you making something you can do easily others find hard.• Share a tip your viewers always ask you about. <p>TASK COMPLETED <input type="checkbox"/> <input type="checkbox"/></p>

[CLICK HERE](#) for more short video ideas.

CUSTOM TEMPLATES

CANVA TEMPLATES FOR MARKETING

ETSY COVER PHOTO
TEMPLATE



ETSY SALES
TEMPLATE



CANVA PINTEREST PIN
TEMPLATE



ETSY RESERVED LISTING
TEMPLATE



JANUARY
ENGAGEMENT
POSTS TEMPLATE



FEBRUARY
ENGAGEMENT
POSTS TEMPLATE



MARCH
ENGAGEMENT
POSTS TEMPLATE



APRIL
ENGAGEMENT
POSTS TEMPLATE



MAY
ENGAGEMENT
POSTS TEMPLATE



JUNE
ENGAGEMENT
POSTS TEMPLATE



JULY
ENGAGEMENT
POSTS TEMPLATE



AUGUST
ENGAGEMENT
POSTS TEMPLATE



SEPTEMBER
ENGAGEMENT POSTS
TEMPLATE



OCTOBER
ENGAGEMENT POSTS
TEMPLATE



NOVEMBER
ENGAGEMENT POSTS
TEMPLATE



DECEMBER
ENGAGEMENT POSTS
TEMPLATE



CLOSING REMARKS

In closing, I've used this exact system to help keep create content, stay organized and engaged with my followers. While this is a small taste of what you can be doing with your content creation and social media, it's meant to help get you started. There are many ways to monetize and have your content and social media become a revenue generator for your small business by just showing up and being you.

It's a magical and amazing time we are living in -- literally opportunity for all! The sky is the limit!

And finally, an invitation to continue this journey with us: **join our business membership group**, where you'll find support, resources, and a community of like-minded individuals all striving to scale up their success. Together, we can achieve more, create more, and break through barriers that once seemed insurmountable. Let's keep the momentum going and turn your dreams into your reality.

Julie Siomacco

Business & Mindset Coach

JOIN US AT
HOWTOSELLHANDMADE.COM

“THE ANSWERS LIE INSIDE YOU. ALL YOU NEED TO DO IS LOOK,
LISTEN, AND TRUST!”

