3.2.A: The Creative Content Calendar

Concept Focus:

Marketing funnel application · SEO keyword use · Platform focus · Content purpose

This exercise is formative and self-assessed.
There are no correct or incorrect answers. Completion demonstrates the ability to apply strategic marketing concepts to practical planning.

LESSON 2: Digital Marketing Strategies

MODULE 3:
MARKETING FOR
CREATIVE ENTREPRENEURS

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Exercise 3.2.A: The Creative Content Calendar

Purpose

This exercise enables learners to translate keyword logic, platform focus, and marketing funnel theory into a structured one-month content plan. The objective is to ensure that marketing activity is intentional, client-focused, and aligned with specific decision stages, rather than ad-hoc or reactive.

Concept Focus:

Marketing funnel application · SEO keyword use · Platform focus · Content purpose

Format:

Individual work
(Optional partner review in facilitated settings)

Duration:

- Individual work: 25 minutes
- Optional partner review: 5 minutes

(For self-learning, the partner review can be replaced with a self-check.)

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Exercise 3.1.A: Brand Components Alignment Check

Task: Draft a One-Month Marketing Plan

Using the concepts introduced in Lesson 2, learners design a four-week content plan that:

- focuses on one primary platform,
- uses one client-focused keyword consistently,
- addresses all key stages of the marketing funnel.

The goal is strategic coherence, not content volume.

Step 1: Define Platform and Keyword Focus (5 minutes)
Objective

Establish a clear and realistic focus for marketing activity.
Instructions

Identify:

- Core Platform
- The platform where you will concentrate the majority of your marketing effort (approximately 80%).
- Target SEO Keyword
- A phrase your ideal client would realistically use when searching for someone with your service offering.

Avoid creative titles, internal terminology, or peer-focused language.

Exercise 3.1.A: Brand Components Alignment Check

Template

Element	Entry
Core Platform	
Target Client Keyword	

Exercise 3.1.A: Brand Components Alignment Check

Step 2: Funnel-Based Content Planning (15 minutes)
Objective
Ensure that content supports different client decision stages, rather than serving only visibility or self-promotion.

Instructions

Plan one content item per week for the next four weeks.
 Each content item must:
- correspond to a specific funnel stage,
- serve a clear client purpose,
- incorporate the selected keyword naturally,
- be appropriate to the chosen platform.

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Exercise 3.1.A: Brand Components Alignment Check

Content Planning Table

Week	Funnel Stage	Content Type	Title / Topic Idea (uses keyword)	Platform
1	Awareness	Educational / Tutorial		
2	Evaluation	Portfolio / Case Study		
3	Awareness or Evaluation	Q&A / Opinion		
4	Conversion	Testimonial / Call to Action		

Technical reminder:
- Awareness content reduces problem uncertainty
- Evaluation content reduces solution uncertainty
- Conversion content reduces decision risk

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Exercise 3.1.A: Brand Components Alignment Check

Step 3: Alignment Check (5 minutes)
Objective
Verify that content purpose matches funnel stage.
Instructions
Review your completed plan and answer the following:

- Does each content item clearly match its intended funnel stage?
- Is the conversion content explicitly inviting action, or only showcasing work?
- Is the keyword used in a client-focused and natural way?

In facilitated sessions, exchange plans with a partner and provide brief feedback.
 In self-learning mode, complete this check independently.

Exercise Output
By completing this exercise, learners produce:

- *a one-month, funnel-based content plan,*
- *a clear platform and keyword focus,*
- *a practical application of digital marketing logic.*

This plan can be implemented directly or refined later.

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