



Exercise 3.B: The Creative Content Calendar

Concept Focus: Content Strategy & Marketing Funnel

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Effective marketing addresses clients at **three stages of the decision process**: Awareness, Evaluation, and Conversion. This exercise helps you analyse your current marketing and build a structured content plan.

Step-by-Step Instructions

Step 1: Analyse Your Recent Content (5 min)

Look at your **last 12 posts or pieces of marketing content**.

Categorise each according to the marketing funnel stage.

Content Example	Funnel Stage
Example Post	Awareness / Evaluation / Conversion

Count how many posts belong to each stage.

Where is the imbalance?

Step 2: Generate Client-Centric Content Ideas (6–7 min)

Write **three ideas for each funnel stage**.

Focus on **client questions**, not just topics.

Example:

Funnel Stage	Content Idea	Client Question Answered
Awareness	“3 mistakes startups make when designing packaging”	What should I avoid when launching a product?
Evaluation	“Behind the brief: sustainable packaging redesign”	How does this designer solve real problems?
Conversion	“Case study: 30% increase in website conversions”	Can this professional deliver measurable results?

Total ideas: **9 content concepts**

Step 3: Build a 4-Week Content Calendar (6–7 min)

Using the **4-post-per-week framework**, design a monthly schedule.

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Day	Funnel Stage	Content Type
Monday	Awareness	Educational insight
Wednesday	Evaluation	Portfolio + process
Friday	Conversion	Case study/testimonial
Sunday	Brand	Personal insight

Fill the calendar for **4 weeks**.

Step 4: Repurpose Existing Content (5 min)

Choose one existing asset:

- case study
- project
- article



- portfolio work

List **five derivative formats** you could create from it.

Example:

- Instagram carousel
- blog article
- email newsletter
- video reel
- proposal example

Let's Reflect

- Which funnel stage receives the **least content** in your marketing?
- Which platform is most aligned with your ideal client?
- Which content format could be repurposed most efficiently?

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