




12-Month Simplified Content Marketing Plan

Remove all of the guesswork around your marketing, engage your audiences and supercharge your business success with a month-by-month content to-do list.

Your next 12 months of content are sorted - see inside.

Wondering what content to create each month?

Here's our 12-Month Simplified Content Marketing Plan to help you get started, be proactive and achieve success.



A robust content marketing plan has become a cornerstone for brand success today.

As businesses strive to capture the attention of their target audience and stay ahead in competitive markets, a 12-month content marketing to-do list is the best thing you can do to be proactive.

This gives you the opportunity to build lasting relationships with your audience, establish brand authority, drive consistent engagement and adapt to evolving market trends.

Unlock the potential for sustained growth and success in today's content-driven digital era through Melotti Media's 12-Month Simplified Content Marketing Plan!

Simplified Content Marketing Plan

Start with whichever month you're up to.

January (New Year's Resolutions)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Website Homepage Optimisation
5. 1x New Year Promotional Booklet 4-page A4

February (Kickstart the year right!)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Website About Us Page Optimisation
5. 1x Seasonal Campaign (Kickstarting The Year Right)

March (Plan for the Easter break)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Service/Product Page Optimisation
5. 1x Seasonal Campaign (Upcoming Easter and School Holiday)

April (Rev up Q2)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Podcast Script
5. 1x Client Case Study

May (Engage more audiences in May!)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Website FAQ Page Optimisation
5. 2x Video Scripts

June (Launch your EOFY Campaigns)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Awards Submission Writing
5. 1x EOFY Campaign (Email Sequence / Social Media Ads / Google Ads)

July (Start of the new Financial Year)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Case Study
5. 1x New Financial Year Campaign (Email Sequence / Social Media Ads / Google Ads)

August (Strengthen your brand's positioning)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Website Content Mid-Year Optimisation
5. 1x Capability Document

September (Increase your sales in September)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Case Study
5. 2x Sales Slide Kit 10x slides to be used in presentations

October (Charge up your Q4)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x PR Content
5. 1x Marketing Collateral/Booklet 4-page A4

November (Plan your holiday campaigns)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Video Script
5. 1x Seasonal Campaign (Upcoming Holiday Campaign - Email Sequence / Social Media Ads / Google Ads)

December (Finish the year with a bang!)
1. 2x Blogs / Articles
2. 4x Social Media Posts
3. 1x Email Newsletter
4. 1x Podcast Script
5. 1x Case Study

This is a generic template and we can customise it for you in any way you want. These are only suggestions based on what has worked for us in the past.

Why do I need a 12-month plan?








A 12-month plan provides you with an organised and strategically-led approach to content creation based on your marketing goals to drive sustainable growth.

Every month, this content gives you more exposure, builds your credibility in your industry, drives more demand, creates more awareness, builds your reputation and so much more.

Remember, marketing doesn't work as a once-off. It works when it's consistent, clear and aligned with your goals.

This helps you progress towards engaging more audiences, being more prominent, increasing brand recognition, expanding your reach and leading your audiences to convert.

How content enhances your brand

-  Blogs and articles establish your authority
-  Social media posts attract and engage audiences
-  Website content improves your search engine rankings
-  Email Newsletters enhance customer retention and loyalty
-  Promotional Campaigns help with brand visibility and differentiation
-  Videos and Podcasts showcase your personality and authenticity
-  Sales Slide Kits highlight your products and services in a consistent way

Results we've seen from our 12-month content plans



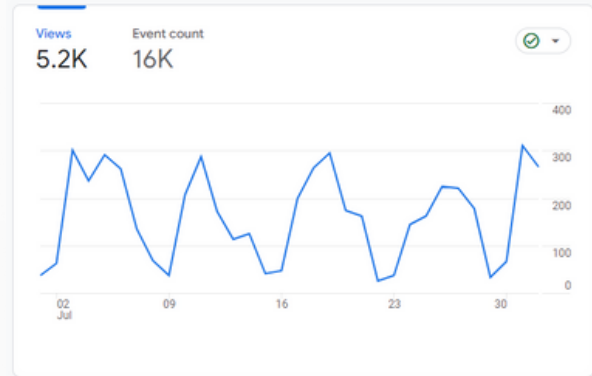
NEXA's website page views increased by **51%** and has experienced a monthly increase, ranging **from 2.9k sessions to 7.7k.**



O'Brien's website traffic skyrocketed by around **400%**, with a significant increase in enquiries.

ACREDIA CARE

With a well-thought-out article, Acredia Care secured **8 bookings** in the first 24 hours and earned the exposure they deserve.



Quality blogs earn great results for years. This blog was written 2 years ago and reshared on social media recently. The result? **People are reading this original blog once again and are staying on our website page for an average of 21 minutes!**

Melotti Media's blogs, articles and website pages are getting **thousands of views** every day by people who are seeing our branding, getting exposure and converting into leads and customers.

All of these results show how content marketing can be a great investment for all types of businesses.

A trusted, forward-thinking and passionate brand like yours deserves to work ONLY with a professional and industry-recognised team of marketing copywriters.



Copywriting Agency of the Year
2022 Winner and 2023 Finalist
Australian Business Champion Awards



Sydney's #1 Content Marketing Agency
Top Experts Awards 2022



National Winner
Australian Achiever Awards 2021
NSW State Winner 2023



Regional Finalist
Sydney Metro Business Awards 2021



Finalist
Professional Services Award Sydney 2020
and Sutherland Shire 2023

What do I do next?

Put this Content Marketing Plan into action and start earning results!

We can do all of these for you!

Whether you're happy to go ahead with this 12-month to-do list starting with the month you're currently in, or you want to mix and match your own version, let's have a chat!

Melotti Media can put it together for you and execute it so you can have all of your content marketing sorted.

We've partnered with these credible and leading brands

...and helped them achieve their marketing goals.
Yours could be next!



Want a bespoke 12-Month Content Marketing Plan that's tailored to your unique needs?

Our team of professional marketers are always here to help.



Contact Us

We can't wait to collaborate with you.



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Content Ideas Menu

While there's a whole list of content ideas we can share with you, here are the top content types that we know work best with our clients:

Infographics: Visual content like infographics can present complex information in a more digestible and shareable format. Design visually appealing infographics that highlight industry statistics, trends, or how-to guides.

Interactive Content: Create interactive content such as quizzes, polls, or surveys. Interactive content encourages audience participation and helps gather valuable insights about your target market.

User-Generated Content Campaigns: Encourage your customers to share their experiences with your products or services through photos, videos, or testimonials. Run contests or campaigns around user-generated content to increase engagement.

Industry Reports: Compile data and insights from your industry to create comprehensive reports. These reports can serve as valuable resources for your audience and position your business as an authority in the field.

Product Launch: Inform and educate customers about your new product with launch marketing and brand messaging that creates demand.

Charity or Social Initiatives: Highlight your involvement in charitable or social initiatives. This demonstrates your brand's commitment to making a positive impact in the community.

Local Events and Workshops: Host or participate in local events, workshops, or seminars related to your niche. These events can offer valuable networking opportunities and increase your brand's visibility in the community.

Thought Leadership Content Pieces: Pioneer new ideas, provide valuable insights, and share your expertise through Thought Leadership content, and establish yourself as a thought leader in your industry.

Objection Handling Content: Your customers always have doubts before making a purchase. Address these objections in different forms to ensure that every target customer's questions and hesitations are getting answered.

For more ideas, contact us and let's discuss your content marketing goals.