

ITfactor

THE
CONTENT
BATCHING
BLUEPRINT

YOUR ROADMAP TO PLANNING,
CREATING + BATCHING
STRATEGIC SOCIAL MEDIA
CONTENT FOR YOUR BUSINESS

WWW.ITFACTORMENTORSHIP.COM



GETTING STARTED

Content batching involves planning and creating a significant amount of content over a short period of time that is then scheduled to publish at a later date. Designating one or two days every few weeks to plan and batch your content can free up so much more time for your business, your personal life, and take a lot of pressure off your shoulders in the long run.

While we'll be focusing on planning and batching content for social media in this guide, these practices can also be applied to creating blog, YouTube, podcast or email marketing content. In fact, I often repurpose my social media posts to batch create blog and email content so I don't have to reinvent the wheel every time!

To use this guide, you can use [this fillable PDF](#), print out a copy or [use this spreadsheet I've created for you](#). Make sure you watch video overview before you begin. This video shows you how to put these practices into action so you can create a solid content batching routine. There is also a video you can watch to learn how to use the spreadsheet.

BATCHING DATE(S): <input type="text"/>
BATCHING TIME(S): <input type="text"/>

Once you have your guide ready (or have accessed the spreadsheet) and have watched the overview videos, choose your batching date(s).

I typically like to designate one or two days (a few hours each day) to complete all the steps, including creating graphics, images, recording videos, writing captions and scheduling content. Find the day(s) and time(s) that work best for your schedule, and stick to it to complete all of your batching!



LAYING THE FOUNDATION

YOUR EXPERTISE + YOUR AUDIENCE + YOUR GOALS = YOUR CONTENT STRATEGY

Before you jump into planning and creating content, you need to get clear on these three things. Not only will these components shape your overall content strategy, but they will help you identify your content pillars — which will guide the content you create.

You need to make sure your content is planned and created with purpose, while keeping your target audience and your goals in mind. This helps ensure that your content not only helps to grow your business, but also adds value to the lives of your target audience.

Your target audience is made up of a specific group of people who benefit from your what you have to offer. The better you know and understand who you're speaking to, the better you can establish an effective marketing strategy that gets you in front of your customers or clients and drives sales to your business. The worksheets that follow will help you clearly identify key aspects of your business, your goals, and your target audience.



YOUR EXPERTISE + YOUR GOALS

What is your area of expertise?

If you had to describe your business to a stranger in just one sentence, what would you say?

What products or services do you currently offer or plan to offer in the future?

What problems do you solve for your customers or clients?

What are your short-term goals for using social media to market your business?

What are your long-term goals for using social media to market your business?

What are the results you can provide for your audience through your content, products, and/or services?



YOUR TARGET AUDIENCE

Who benefits from your products or services?

Who already uses your products or services?

Who do you help or want to help?

What specific problems are they experiencing?

What are their interests?



YOUR CONTENT PILLARS

Content pillars, or core topics, help guide the content creation process and ensure that your content is created with intention. These pillars speak to different aspects of your brand and area of expertise.

To determine your content pillars, it can be helpful to ask yourself:

- What is my area of expertise? What do I specialize in?
- What topics are going to be valuable or interesting to my target audience?
- What can I talk about that will help my audience see me as a trusted source that makes their lives easier, better or more interesting?
- What can I share that shows my audience I understand what they're struggling with, and how can I present my expertise, products and/or services as the solution?

Use the space below to write down your content pillars or use the spreadsheet provided for you to brainstorm ideas and organize your pillars.



PHASE ONE | PLANNING

In this phase, you'll start brainstorming and planning for the coming weeks so you can **consistently** post **strategic** content on social media. Remaining consistent and posting with purpose are crucial practices to follow in order to grow your following, get in front of your target audience, and drive sales to your business.

There are a few worksheets included in this section to keep you organized but if you prefer, you can also access the Google Spreadsheet in your course dashboard (this is what I use for myself and my clients).

I typically post once a day, 5-6 days per week and try to plan at least two weeks worth of content ahead of time. The number of posts you need to plan in advance will depend on how often you post and how far ahead you'd like to plan and batch your content.



BRAINSTORM SESSION

What ideas do you have?

Write down anything + everything that comes to mind, even if it seems a little off-topic. You'll organize and narrow down your ideas later to verify that your content is relevant to your area of expertise, your target audience, your goals, and your content pillars. For now, let all your ideas flow! If you need help generating ideas, check the resource list on the next page.



WHERE TO FIND CONTENT IDEAS

If you're having trouble coming up with ideas, check out these resources:

- [Answer the Public](#)
- Articles
- Blog Posts
- [Buzz Sumo](#)
- Canva Templates
- Client/Customer Feedback
- Explore Feed
- Facebook Groups
- Hashtag Feed
- LinkedIn
- Other accounts in your niche
- Pinterest
- [Quora](#)
- [Reddit](#)
- SlideShare
- Social media comments
- Social media polls
- Social media question boxes
- TikTok
- [Title Generator](#)
- Twitter
- [What to Tweet](#)
- [Uber Suggest](#)
- YouTube

QUICK TIP:

Keep a list of your ideas in the Notes App on your phone, or use the spreadsheet provided for you to collect and organize your ideas.



IDEA ORGANIZATION

Using your content pillars and the ideas from your brainstorm, use the space below (or the spreadsheet provided for you) to start organizing your ideas by content pillar. This will help you make sure your ideas are relevant to your niche, your audience, and your goals and help to inspire additional content ideas.

Content Pillar #1

Ideas

Content Pillar #2

Ideas

Content Pillar #3

Ideas

Content Pillar #4

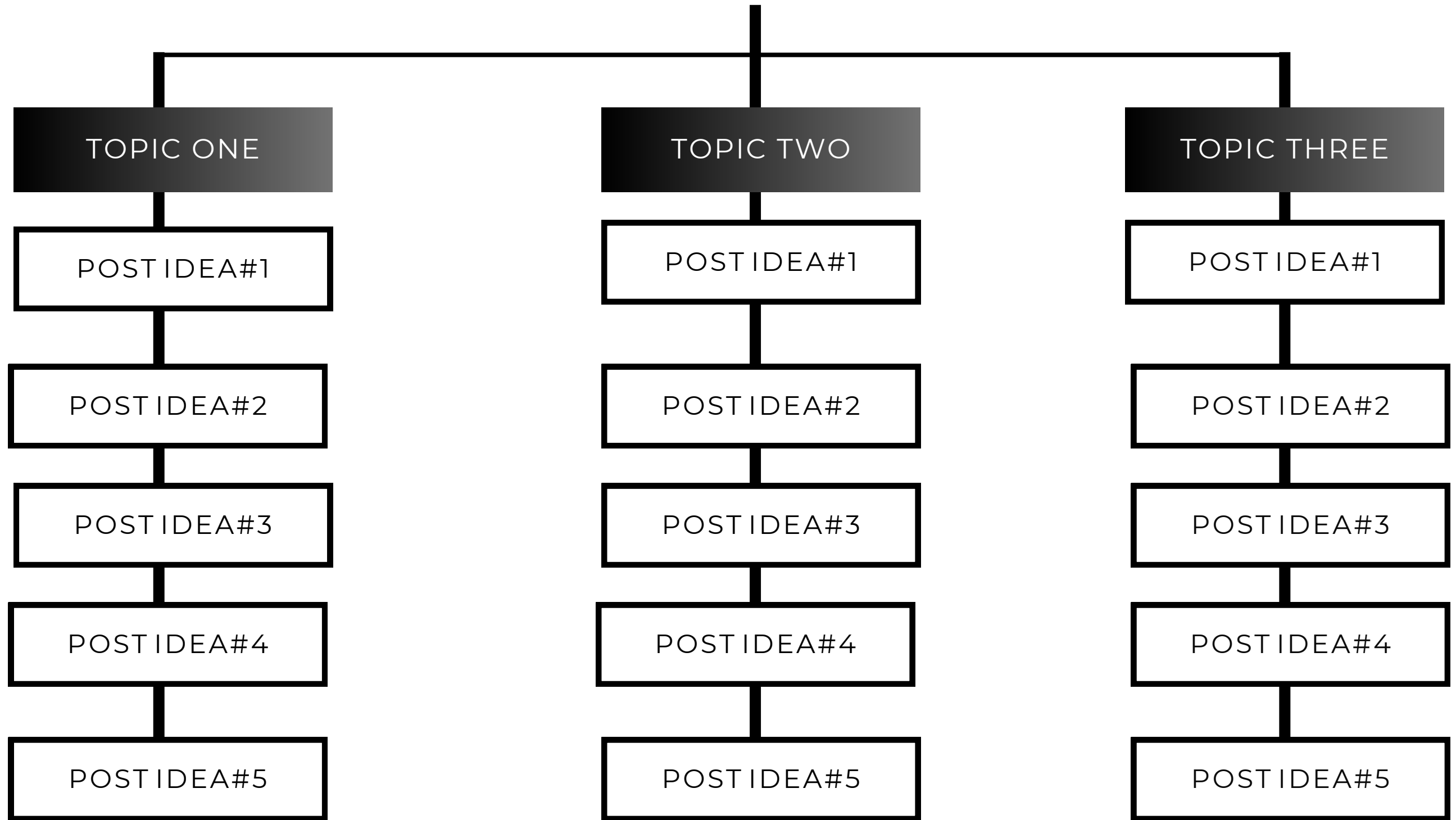
Ideas

Content Pillar #5

Ideas

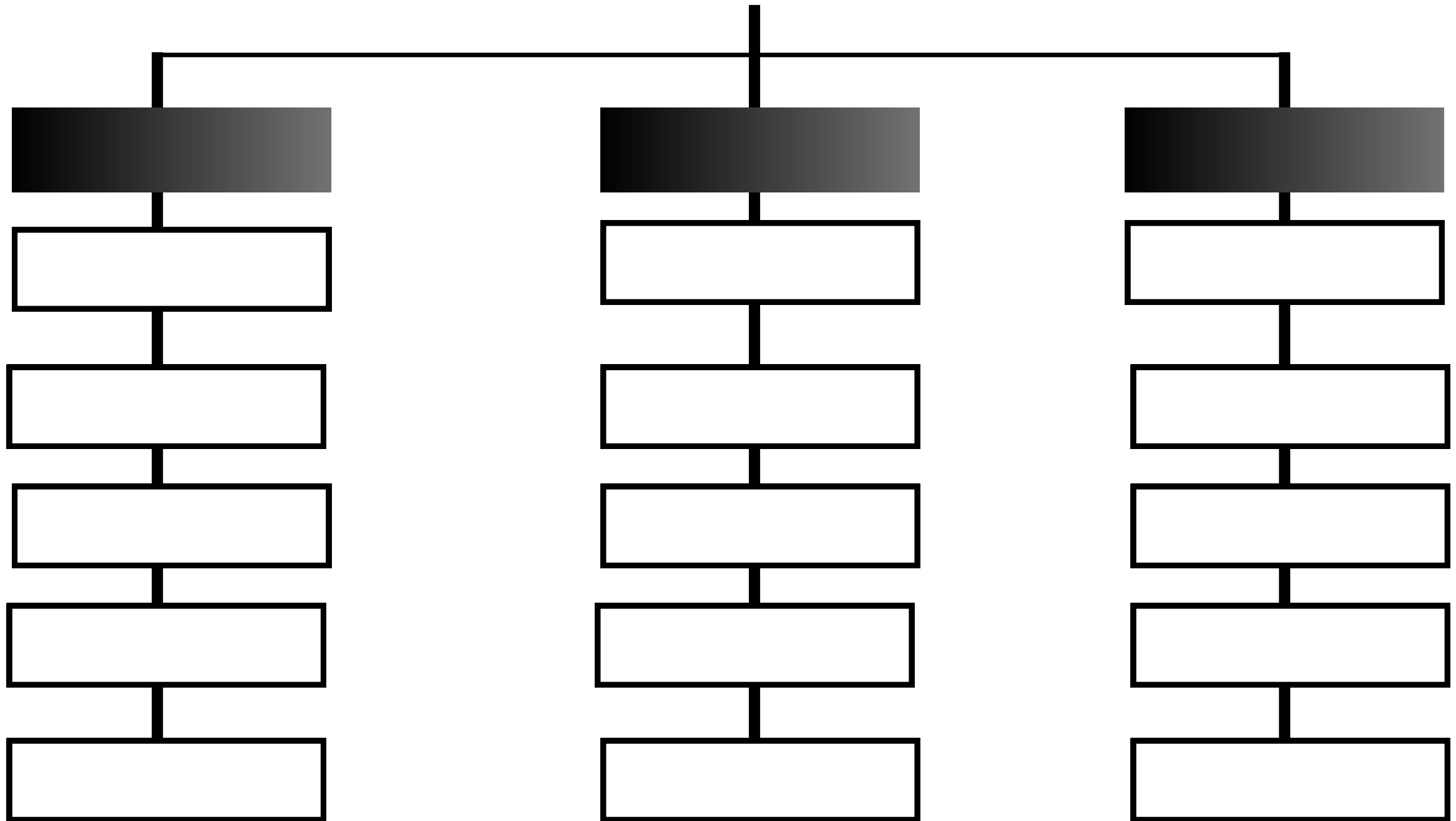
CONTENT MAPPING

Once you've organized your ideas by content pillar, you can start planning individual posts. Use the content map below to organize your post ideas, or use the spreadsheet provided for you. There is a blank copy you can print out on the following page.



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CONTENT CALENDARS

In this section you'll find an entire month of content prompts already planned for you. You can follow this calendar, pick and choose what you want to use, or plan your own content using the blank calendar. You can use the ideas to create carousels, static posts, quotes, images, reels, or short videos.

You can fill out the blank calendar I've provided here for you or use the spreadsheet to create your content plan.



CONTENT CALENDAR | EXAMPLE

Note: Many of these content ideas can be used with images, graphics, or videos/reels. You can also feel free to cycle through these ideas every couple of weeks + use with various content pillars.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



CONTENT CALENDAR | MONTH: _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



PHASE TWO | CREATING

Now that you've laid the foundation and formulated your plan, it's time to start batch creating your content! When creating content, I recommend creating graphics, videos, and/or sourcing images first, then writing your captions, followed by sourcing your hashtags.

In this section, you'll find recommendations for several tools that help you create your content, as well as a content and caption formula to follow to help you start putting your ideas together into content.

On the following pages, you'll find fillable (or printable) worksheets that will help you create your content, or you can use the spreadsheet provided for you. If you decide to print out these worksheets, just make as many copies as you need depending on the number of posts you're going to batch. I personally use the spreadsheet for myself and my clients — I find this method is best for keeping everything organized.



CONTENT FORMULA

POST DATE

PILLAR/ TOPIC

TYE OF POST

GOAL OF POST

DESCRIPTION OF IMAGE/GRAPHIC/VIDEO



CONTENT CREATION TOOLS + RESOURCES

Stock images

- Adobe Stock
- Creative Market
- Haute stock
- Moyo Studio
- Pexels (free)
- Shutterstock
- Social Squares
- Unsplash (free)

Graphics

- Adobe Software (Illustrator, Photoshop)
- Canva Pro

Templates

- Canva Pro
- Creative Market
- Your Template Club

Photo Editing

- Lightroom
- Photoshop

Video Editing

- iMovie
- InShot
- Quicktime

QUICK TIP:

To create graphics, I highly recommend Canva Pro. If you're looking for templates to help you save time, Canva Pro and Your Template Club are my top picks!



CAPTION FORMULA

POST DATE

PILLAR/ TOPIC

TYPE OF POST

GOAL OF POST

CAPTION HOOK:

BODY:

CALL TO ACTION:



HASHTAGS

I highly recommend using Flick to research and organize your hashtags. This is hands-down, the best hashtag research tool I have ever used. With Flick, you can easily search for hashtags, find similar hashtags grouped by reach or competition level, and organize hashtags into their own collections so you can quickly find what you need when it's time to schedule your content.

While you can certainly manually research hashtags, you're going to save so much time using Flick. You can try this tool free for seven days by clicking [here](#) or the button below.

[TRY FLICK FOR FREE](#)

HASHTAG SETS



PHASE THREE | SCHEDULING

When you've finished brainstorming and planning your content, you can start scheduling your posts! I always recommend using tools that are approved by Instagram/Facebook so your account isn't flagged for violating community guidelines.

My two favorite tools for scheduling content are **Later** and **Facebook's Creator Studio**. Later allows you to schedule content for several platforms including Instagram, Facebook, Pinterest, TikTok, LinkedIn and Twitter. Creator Studio is very straight forward and allows you to schedule both Instagram and Facebook content, including carousel or video posts.

In the course dashboard, you'll find two video tutorials that show you how to use **Later** and **Facebook's Creator Studio** so you can schedule all the content you've batched and run your social media accounts on autopilot!



CONGRATULATIONS!

Now that your content is planned, created, and scheduled you can sit back, relax, and enjoy your break! You can revisit this guide and the training videos each time you need to create and batch out your content.

If you found this guide helpful, I'd love to hear from you!

Send me a DM on Instagram or share your experience with emily@itfactorteam.com

XO,

Emily