mimecast

Content Ideation & Editorial Calendars

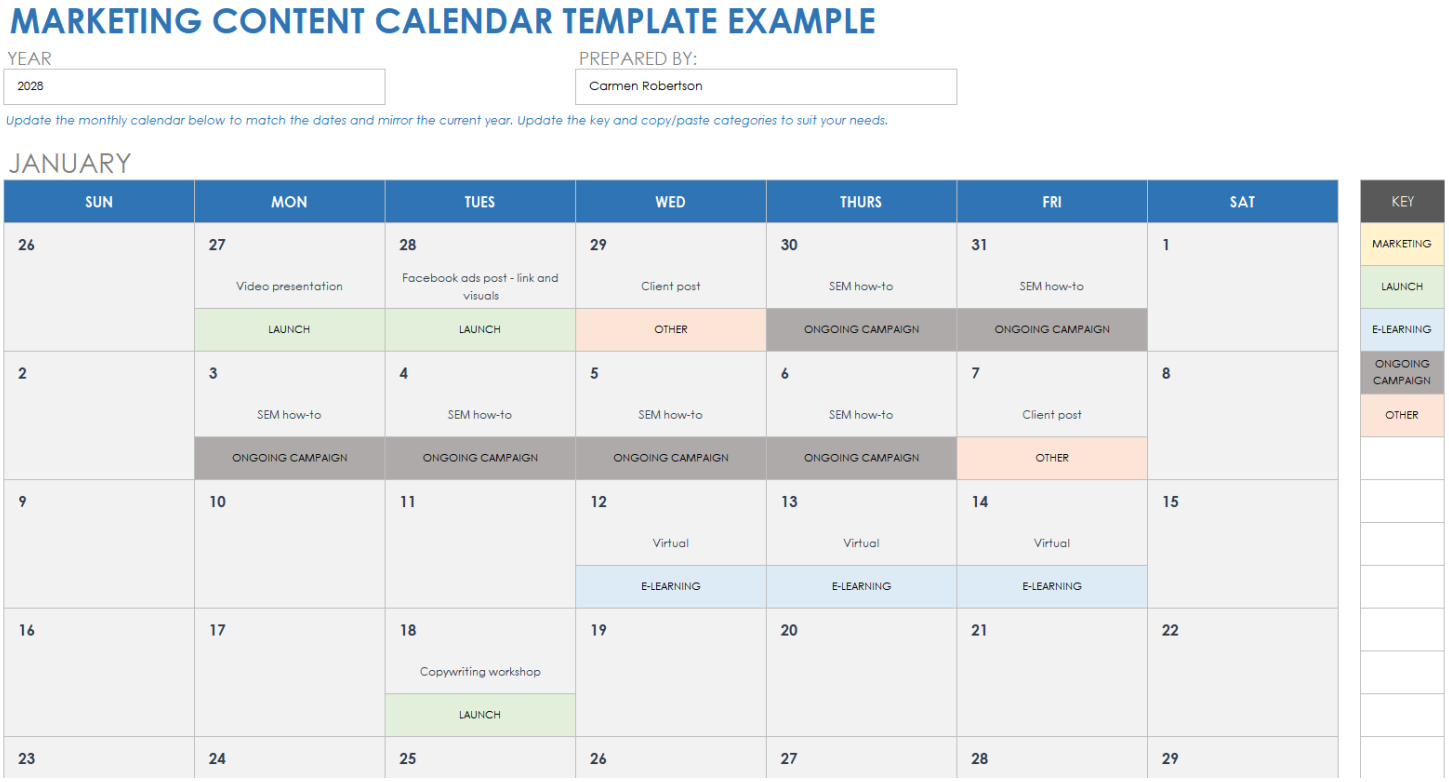
While at this point, any team can create content using AI tools, the quality of that content is still not equivalent to content that has been crafted by experts using approved messaging and a guideline to ensure the subject of the content aligns with larger Marketing team goals and the goals of the organization as a whole.

To this end, I regularly manage content ideation meetings where the first step of the Content team is to determine what subjects should be covered so that those subjects are aligning with larger company sales and marketing initiatives and goals. During these meetings, we also discuss the types of content that are being requested from both inside and outside the organization, how those requests align with current sales and marketing go-to-market plans, and have a wider discussion on whether we as the Marketing team and Content team feel the content being requested is the best approach to solving the challenge at hand, of if we feel a different approach might be better.

These ideation meetings are an ongoing project to ensure that we have a strong pipeline of content that will meet the content needs of the overall organization.

In addition, I also maintain two separate editorial calendars, first using Monday.com and now Smartsheet, that continually reflect the content that has already been created, the content that is currently in production, and the content that is planned for the foreseeable future. One of these editorial calendars is internal to the Content team and also serves as a request form for people within the organization to submit requests for content. This editorial calendar allows us to easily track our projects and also report to management what content is currently in the works. The other editorial calendar that I maintain in a larger, department-wide calendar creating by the CMO's office that allows everyone on the Marketing team to report what they are working on and when that content can be expected to be complete.

As both Mimecast Editorial Calendars contain proprietary information, I am using a simple example from Smartsheet as a substitute. In this calendar view, projects are listed by the days in which they will be worked on, providing a daily global look. There is also a spreadsheet view which allows anyone on the Content team to make edits and updates much more easily.



MARKETING CONTENT CALENDAR TEMPLATE EXAMPLE

YEAR: 2028

PREPARED BY: Carmen Robertson

Update the monthly calendar below to match the dates and mirror the current year. Update the key and copy/paste categories to suit your needs.

JANUARY

SUN	MON	TUES	WED	THURS	FRI	SAT
26	27 Video presentation LAUNCH	28 Facebook ads post - link and visuals LAUNCH	29 Client post OTHER	30 SEM how-to ONGOING CAMPAIGN	31 SEM how-to ONGOING CAMPAIGN	1
2	3 SEM how-to ONGOING CAMPAIGN	4 SEM how-to ONGOING CAMPAIGN	5 SEM how-to ONGOING CAMPAIGN	6 SEM how-to ONGOING CAMPAIGN	7 Client post OTHER	8
9	10	11	12 Virtual E-LEARNING	13 Virtual E-LEARNING	14 Virtual E-LEARNING	15
16	17	18 Copywriting workshop LAUNCH	19	20	21	22
23	24	25	26	27	28	29

KEY
MARKETING
LAUNCH
E-LEARNING
ONGOING CAMPAIGN
OTHER