



**Blue Fairy**

# Weekly Marketing Planner





# Get ready for take off!

So you have a big idea or are running a small business and are ready to level up!

Congratulations on taking the steps necessary to see it succeed. I'm very excited for you.

This planner is designed to give you a kick-start on your marketing and get you going so it's automated, easy and gets your clients rolling in without having to spend hours and days and weeks pulling your hair out trying to think of quality content.

If you'd like more help give me a call. I'm here for you. Us small business owners have to stick together.

Good luck!  
You got this!





# Automation at your fingertips

Later.com or other similar social media scheduling software will change your life.

It takes a little while to get used to it and set it up but they're very affordable and save a tonne of time and energy.

You can re-use images across each of your social platforms and really plan out how you want your marketing to hit the audience.



## Scheduling Tips

- Get to know when your market is online: use Google analytics or Facebook insights to see when your audience is most active and schedule your posts to go live around this time.
- On the days of the week that are quiet schedule your content that will build you up as an expert - the kind of knowledge based content that people will go looking for but not stuff that you really want them to see or engage with.
- Schedule content that is designed to get the most engagement on days when your audience is most active so it bumps your post up in the algorithms and positions.
- When you know the above choose which topic to go out on each day of the week.







# Images

**Canva.com will change your life.** If you use a paid version you can save your brand fonts and colours and templates so it's super easy to make posts on the fly or in big batches i.e. if you're doing your marketing planning over a weekend you can get all the content ready from your weekly planner then find images to match and dump them into your post templates so you have all your images ready to go. The free version can also do this so long as you publish and download your images you can make copies of your post images so it's like having a template but it won't save your colours and fonts so you'll need to reuse the images you've already published/downloaded.

**Free image sourcing** - Pexels.com, Pixabay.com and Unsplash.com have a huge variety of free stock images you can use in your posts.

**Get a photographer - take your own photos.** There is no substitute really for having your own images - they reflect your brand and personality and are unique to your business (so there aren't tonnes of other businesses using the same images).

**Subscription sites** - Paying for images like on Envato Elements is a good way to find images that aren't used as much as other free stock images but they can be a bit expensive so see if you need them before you sign up. Or use a designer like Blue Fairy who have access to more images through their own subscription services.

**Licensing** - You can't just use any image you've found on the internet or google, other people own the rights to most images and if you steal those pictures you're opening yourself up to copyright issues. Make sure the images you're using have a commercial license that you're allowed to use.

# Videos

Videos get better engagement and are prioritised by Facebook and Instagrams algorithms so it's really important to start incorporating them into your posting routine. Aim for one video a week - whether that's a phone-shot video of you talking about your 5 top tips, or a mp4 file you've made in canva, or if you're a creative type you can use programs like Movavi or Promo to make your own using their easy to use templates.

**Sourcing stock video footage** - Pexels and Pixabay have a tonne of free stock video footage you can use in your creations, but if you're going to go down the video path it's worth signing up to an element source subscription so you can manage all your content licenses easily.





# Hashtags

If you want to reach new audiences on Instagram and get your brand out there you need to reach people who aren't following your business yet. The easiest way to do this is to get your posts showing up in the newsfeed of people who are following certain hashtags or who are searching for content using hashtags.

Try to aim for between 10-16 hashtags per post on Instagram for the happy balance between what is allowed as the maximum and the scale that Instagram will prioritise. If you use too many Instagram thinks that the information isn't specific or niche enough and so won't push your post as far.

Try to use a combination of both really popular hashtags (ones with 100K + posts) to get a really wide audience for brand exposure, as well as smaller more specific hashtags that are really targeted at your location or ideal client so you're getting the depth of exposure to the people who are most likely to engage with your brand.

You can find hashtag suggestions when you get a paid subscription to scheduling services like Later, but you can also find them by going down the Instagram rabbit hole and seeing what similar brands use and following the hashtag suggestions.







## 7 Day Topic Rotation System

### Topic 1 Quotes & Positive Thoughts

Inspirational content appeals to a large part of the market and is a great way to showcase your values and trigger the aspirations of your clients. Use quotes that relate to your industry or brand message, or talk about things you're thankful for.

### Topic 2 Monthly Topic In Focus

Showcase a part of your business, a product or a service, or focus on an area of needs that you can help your clients meet. Go deep with one post a week for a month on a specific topic. This works best with an accompanying blog post.

### Topic 3 How-Tos And DIY Tips

Give your clients a way to achieve their needs and goals at home or by themselves, or by using your product/service, and show that you're generous with your wisdom and get them warmed up for more knowledge you might have.

### Topic 4 FAQs

Cover all the issues and questions you hear all the time from your clients and provide answers or solutions. Also include questions they should be asking.

### Topic 5 Client Experience

Give an idea of what it's like to be one of your clients - use testimonials, reviews, comments, feedback, stories of their success they've shared with you, explain what it's like when they visit your business. Create a sense of transparency.

### Topic 6 Expert Knowledge

Go deep into the more intricate areas of your industry, or areas of interest for your clients. Share your knowledge with them in a way that is informative to position yourself up as expert in the industry.

### Topic 7 Review

Loop in businesses providing similar/complementary services or products, and showcase those products/services. No one operates in isolation - connect to your industry community and share the love and expose yourself to a wider network.

# Example Week

MON	Topic 1 Quotes & Positive Thoughts	"Business opportunities are like buses, there's always another one coming." – Richard Branson
TUES	Topic 2 Monthly Topic In Focus	The rules of Social Media are constantly changing: new algorithms, how customers engage with brands constantly evolves, things go in and out of fashion online faster than fluro in the 80s. Let me show you how to keep on top of it and get the most out of your audience engagement online.
WED	Topic 3 How-Tos & DIY Tips	How to find out when your clients are checking out your socials: Facebook's insights are a great place to start! If you go to your business' Facebook page, click on the 'insights' tab and then on the 'posts' section in the left hand menu, you'll find the days and times your clients are most active on your facebook page.
THURS	Topic 4 FAQs	Do I have to pay for my designs upfront and risk losing that money on a design I'm not happy with? When you use Blue Fairy for your website and content design needs, you pay 50% of the quote upfront, which gives me a starting point to know that my time won't be lost - but you don't have to pay the remaining 50% until you LOVE the end result.
FRI	Topic 5 Client Experience	When you book your initial consultation with Blue Fairy we have a quick chat on the phone and I get a feel for your needs but also your brand personality. Then when we meet in person for our first meeting, I'll buy you a coffee and have a proto-type ready to use as a talking point for what your detailed needs are.
SAT	Topic 6 Expert Knowledge	What even IS SEO??? SEO stands for Search Engine Optimisation - basically they're the key words that people use to search for a product or service. Google then matches those key words against the words used on your website and in the meta-data (the file names, the descriptions of the web-pages, the page headings etc) and matches the words being used in searches against the words used on your site. So you want all the front-end (visible on the website) and back-end
SUN	Topic 7 Review	We all have to know our strengths and how our services work in collaboration with the team of other businesses working around us. That's why I'm thrilled to work alongside people like Mitch at Mad Cat Marketing. He is a Google-Ad wizard. He even set up MY google ads account. If you want your Google Ads done right with the best return for your advertising dollar, call Mitch.

# 5 Week Topic Planner

This works best if you really know who your client is and have done a full avatar (client profile) breakdown of what their needs are even beyond what the service/product your providing gives them. Spend some time getting your plan ready each month and have a look at how your audience is responding to it so you can pivot, mix it up and focus on what is working for you.

## Topic 1: Quotes & Positive Thoughts

Week 1	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 2	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 3	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 4	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)
Week 5	What's the quote?  Who said it?  Where did you find it? (so you can reference later/find more of them - you don't have to include in the post)

## Topic 2: Monthly Topic In Focus

### What is the month's topic:

This can be a good way to build your blog post for the month too. Chose your topic, break it into 5 points to cover each week and use them as 5 paragraphs in your blog.

Week 1	Introduce the point & how it relates to the monthly topic:  Why it's relevant to your audience/why they should know about it:  How it solves an issue for them:  Extra info:
Week 2	Introduce the point & how it relates to the monthly topic:  Why it's relevant to your audience/why they should know about it:  How it solves an issue for them:  Extra info:
Week 3	Introduce the point & how it relates to the monthly topic:  Why it's relevant to your audience/why they should know about it:  How it solves an issue for them:  Extra info:
Week 4	Introduce the point & how it relates to the monthly topic:  Why it's relevant to your audience/why they should know about it:  How it solves an issue for them:  Extra info:
Week 5	Introduce the point & how it relates to the monthly topic:  Why it's relevant to your audience/why they should know about it:  How it solves an issue for them:  Extra info:

## Topic 3: How-Tos & DIY Tips

Try and link the month's how-tos to the monthly topic so it really builds out an area of knowledge for your audience.

Week 1 - self-reliant DIY (can be done without your product/service)	What are you going to show them how to do:  How it solves an issue for them:  Extra info:
Week 2 - using one of your products / services at home	What are you going to show them how to do:  How it solves an issue for them:  Extra info:
Week 3 - what's your TOP 5 steps to something that solves a need for your client	What are you going to show them how to do:  Step 1:  Step 2:  Step3:  Step 4:  Step 5:
Week 4 - how you do something that your clients might want to also do ie Your Secret To...	What is the problem you're going to solve:  How do you solve it:  How can they replicate it:  Extra info:
Week 5 - your number one go-to quick hack to solve an issue your clients might have	What is the problem you're going to solve:  What is your quick hack:  How does your product/service relate to the solution:  Extra info:



Topic 4: FAQs

Week 1	What's the question:  What's the answer:
Week 2	What's the question:  What's the answer:
Week 3	What's the question:  What's the answer:
Week 4	What's the question:  What's the answer:
Week 5	What's the question:  What's the answer:

Topic 5: Client Experience

Week 1	What happens when clients come in person:
Week 2	Client Testimonial:
Week 3	Run through the experience of using one of your products/services:
Week 4	Give an example of a success story from one of your clients:
Week 5	Describe the story of your business, give some info on the whys and hows:

## Topic 6: Expert Knowledge

<b>Week 1 HERO JOURNEY</b>	What is your personal story - your own "hero journey":
<b>Week 2 SPECIAL DEAL</b>	What is your freebie/discount/special offer this month:
<b>Week 3 YOUR SPECIALITY</b>	What is your main area of speciality and why:
<b>Week 4 SPECIAL DEAL</b>	What is your freebie/special offer this month:
<b>Week 5 YOUR INDUSTRY</b>	What's going on in your industry right now:

## Topic 7: Review

<b>Week 1</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 2</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 3</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 4</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:
<b>Week 5</b>	What's the business/service:  What is good about them:  How are they filling a need that you are not:  OR how do they complement the service/product you're providing:



# Get in touch!

For tailored individual support and marketing planning and done-for-you social media organic marketing feel free to get in touch - I'd love to help you really get in touch with your market and help you achieve your business goals.

For more details on how I can help email or call on the details below.

I'd also love to hear how you go with the planner!! Good luck with all your goals - you got this!!

Milly

Blue Fairy

bluefairydesignsolutions@gmail.  
com  
0420 941 945  
[www.bluefairy.com.au](http://www.bluefairy.com.au)

