

Inkwell Administrative Services



Content Scheduling Checklist

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Step 1 – Define Your Goal

- What's the main objective this week? (Sales / Leads / Awareness / Engagement)
- Which offer, service, or product am I focusing on?

Step 2 – Know Your Audience

- Who am I speaking to? (Ideal client, segment, or persona)
- What problem do they need solved right now?

Step 3 – Set Content Pillars

- Select 3–4 categories this week (ex: Education, Behind-the-Scenes, Client Win, Promotion)
- Match each pillar to a business goal

Step 4 – Plan Your Calendar

- Assign posts to specific days
- Mix in different formats (Reel, Carousel, Single Image, Story)

Step 5 – Batch Create Content

- Write captions for the week
- Design graphics / prep video clips
- Save everything in a content folder

Step 6 – Schedule Ahead

- Upload to scheduling tool (Later, Planoly, Meta, etc.)
- Double-check captions, hashtags, links, and CTAs

Step 7 – Track & Adjust

- Review analytics from last week
- Identify top performer (What worked? Why?)
- Identify lowest performer (What needs adjusting?)

Pro Tip: stick this checklist somewhere visible. After 2–3 weeks, you'll have a flow that makes consistent content second nature.

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Ready to turn content into real results?

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Let's build a marketing
strategy that actually works
for your business.

Email me at: info@inkwellas.com