

**PROMPT WO-064**

Create a Content Calendar

Purpose

Use this prompt to create a structured content calendar that plans what to publish, when to publish it, and why. It helps businesses and creators stay consistent, balance different content types, and align posts with their marketing goals.

DIFFICULTY	TIME SAVED	BEST FOR
🟡 Intermediate	🕒 45–90 min	Content Planning

🤖 Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

📋 Copy & Paste Prompt

You are an experienced Content Marketing Strategist.

Create a professional content calendar using the information below.

Brand or Business:

[Insert brand name]

Industry or Niche:

[Insert industry]

Target Audience:

[Describe your audience]

Marketing Goals:

[Brand awareness, engagement, leads, sales, community building]

Platforms:



[TikTok, Instagram, LinkedIn, Facebook, YouTube, Blog, Email, etc.]

Content Frequency:

[Daily, 3 times per week, weekly, monthly]

Content Themes:

[List your content pillars]

Products or Services:

[List products/services]

Important Dates:

[Events, launches, holidays, campaigns]

Brand Voice:

[Professional, friendly, educational, inspirational]

Calendar Period:

[1 week, 30 days, 90 days]

Please:

- Create a structured content calendar.
- Include dates and platforms.
- Suggest content topics and formats.
- Create engaging hooks or titles.
- Include the purpose of each piece of content.
- Add suggested calls to action.
- Balance educational, promotional, inspirational and engagement content.
- Ensure the plan is realistic and sustainable.

Return only the completed content calendar.



Example

INPUT

Brand: AI education business

Audience: Small business owners wanting to learn AI.

Platforms: TikTok, Instagram, LinkedIn

Frequency: Daily

Goals: Build trust and grow an audience.



EXPECTED OUTPUT

30-Day Content Calendar

Week 1 Theme: Introducing AI Simply

See weekly schedule table below

DAY	PLATFORM	CONTENT IDEA	PURPOSE	CTA
Monday	TikTok	“3 AI tasks you can stop doing manually”	Educate	Follow for more tips
Tuesday	LinkedIn	“Why every business should understand AI”	Build authority	Share your thoughts
Wednesday	Instagram	AI myth vs reality carousel	Build awareness	Save this post
Thursday	TikTok	Behind-the-scenes learning AI	Build connection	Follow the journey
Friday	LinkedIn	AI productivity case study	Build trust	Comment your experience
Saturday	Instagram	Question post: “What AI challenge do you have?”	Engagement	Leave a comment
Sunday	TikTok	Weekly AI lesson recap	Educate	Save for later

CONTENT BALANCE

Educational Content – 40%

Purpose: Build trust and demonstrate knowledge.

Examples: Tutorials, tips, how-to content

Inspirational Content – 20%

Purpose: Create connection.

Examples: Stories, lessons learned, behind the scenes

Engagement Content – 20%

Purpose: Build community.

Examples: Questions, polls, discussions

Promotional Content – 20%

Purpose: Support business goals.

Examples: Products, services, offers



 **Builder's Tip:** *Consistency beats perfection. A simple content calendar you can follow is more valuable than a complicated plan you never use. The goal is not just to post more—it is to create content with purpose.*

Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-062 – Generate Social Media Post Ideas
- WO-063 – Write Social Media Captions
- WO-069 – Build a Marketing Plan

Tags

CONTENT
CALENDAR

SOCIAL MEDIA

MARKETING

PLANNING

BRANDING