

The Content Box

One-Channel Marketing Sprint Planner

TWO BROTHERS
CONTENT IN A BOX

Master a single social media platform to maximize your impact and results in just 30 days.

thecontentbox.com



Ditch the Scattered Approach: Conquer One Social Channel in 30 Days

This planner will help you focus your energy on mastering a single social media platform, maximizing your impact and results in just 30 days.

Section 1: Identify Your Ideal Channel

Where Are Your Customers?

List your top 3 ideal customer personas:

[_____] [_____] [_____]

Identify each persona's top 2-3 social media platforms:

_____	_____	_____
_____	_____	_____
_____	_____	_____

Which platform(s) overlap the most across your personas?

Where Do YOU Thrive?

List the social media platforms you currently use for your business:

_____	_____	_____
_____	_____	_____
_____	_____	_____

On which platform do you feel most comfortable and engaged?

Which platform do you find easiest to create content for and interact with your audience on?

The Chosen One

Based on the above, select ONE social media channel to focus on for the next 30 days.

[_____]

Section 2: 30-Day Action Plan

Week 1: Foundation Building

- Optimize your profile:** Ensure your profile picture, bio, and cover image are professional and up-to-date.
- Set SMART goals:** Define specific, measurable, achievable, relevant, and time-bound goals for the next 30 days.
- Content audit:** Review your past content to identify what works and what doesn't.
- Content planning:** Brainstorm content ideas and create a content calendar for the next two weeks.

Week 2: Engagement & Growth

- Engage with your audience:** Respond to comments, messages, and mentions promptly and thoughtfully.
- Participate in relevant communities:** Join groups and conversations related to your industry or niche.
- Run a contest or giveaway:** Incentivize engagement and attract new followers.

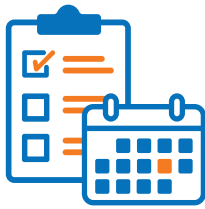
Week 3: Experimentation & Optimization

- Try new content formats:** Experiment with different types of content (e.g., videos, live streams, polls).
- Test different posting times:** Analyze your analytics to find the best times to post for maximum reach.
- Refine your strategy:** Make adjustments based on your results and learnings from the previous weeks.

Week 4: Analysis & Reflection

- Review your progress:** Track your key metrics and evaluate your overall performance.
- Celebrate your wins:** Acknowledge your achievements and learnings.
- Plan your next steps:** Decide whether to continue focusing on this channel or expand to others.

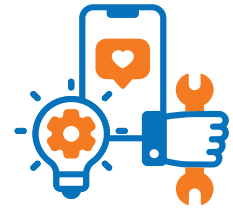
Section 3: Daily Tasks & Content Ideas



Provide a list of suggested daily tasks and content ideas tailored to the chosen platform.



Include prompts for specific types of posts (e.g., *educational, inspirational, promotional*).



Encourage experimentation and creativity.



We believe that **every business** deserves marketing that is **affordable and effective**.

Ready to see real results?

Let's talk about how we can put our proven podcast marketing system to work for you.

matt@thecontentbox.com