



Laying the Groundwork: How to Build an Editorial Calendar

Content marketing efforts fail all the time because stakeholders can't stay on schedule. Even if you've created a solid content marketing plan, your efforts can still derail if you don't have a robust editorial calendar — and stick to it.

Use these steps to create your editorial calendar:

01

Decide how often you will publish.

Publishing blog posts weekly or twice-monthly is likely sufficient. eBooks or white papers might be best suited for quarterly or biannual publication. Frequency and **content type** will depend on your audience, goals, and budget.

02

Assign an author to each piece.

Remember that your colleagues are already busy with their regular jobs; for them, contributing to your content marketing effort is just one more thing to do. Hiring a solid **freelancer** or a reputable **content marketing firm** to ghostwrite can be a lifesaver.

03

Assign publication dates.

Publish regularly, and be mindful of holidays. Resist the temptation to just "go dark" during busy times, vacation season, etc.

04

Make a list of the things that must happen

to get a piece of content published after you've assigned it to an author or subject matter expert. If you're writing in-house, those steps include research, writing time, editing/review, proofreading, and publishing. Make room in your calendar for all of those things

05

Work backward from your publication date,

assigning deadlines for each step. Make sure you include time for research and creating an outline. Both are critical steps. Remember that if you are publishing frequently, deadlines will start to happen simultaneously, which is why it's so vital to stick with your schedule.

06

Keep track of everything SOMEWHERE.

This isn't really part of the planning and scheduling but it's important. Make sure you put ALL of your content into your calendar, choose some type of calendar tool to track it all, and **update it frequently**. Which platform you use isn't vital, but you need to use something.

Keep your content marketing effort on track. Build your editorial calendar, and then stick to it.

Checklist derived from the original blog post on Marketing Trenches, "[Laying the Groundwork: How to Build an Editorial Calendar.](#)"