

# WEEKLY CONTENT CALENDAR



## Overview Table

Week 1	Week 2
<p><b>Meet the vendor</b></p> <p>Focus Area <b>Fresh starts and Engagement season</b></p>	<p><b>Engagement Season</b></p> <p>Focus Area <b>Sharing your knowledge and advice</b></p>
<p>Goal <b>Enhance brand authority</b></p> <hr/> <p>KPI <b>..... new followers</b></p>	<p>Goal <b>Increase new followers generate new leads</b></p> <hr/> <p>KPI <b>..... visits</b></p>
Week 3	Week 4
<p><b>New year New trends</b></p> <p>Focus Area <b>Highlighting upcoming wedding trends for the year</b></p>	<p><b>Your why</b></p> <p>Focus Area <b>Build confidence in new leads know, like and trust factor</b></p>
<p>Goal <b>Grow engagement</b></p> <hr/> <p>KPI <b>Generate .....conversations</b></p>	<p>Goal <b>Enhance brand authority</b></p> <hr/> <p>KPI <b>.....Visits</b></p>

## Daily Content Planner

Monday	Tuesday	Wednesday	Thursday	Friday
Date	Date	Date	Date	Date
Platform:	Platform	Platform	Platform	Platform
<p>Content Type <b>Photo</b></p> <hr/> <p>Headline/Title <b>Meet the vendor</b></p> <hr/> <p>Media <b>Introduce yourself or your team! Share a professional headshot or group photo add something unique about your wedding journey</b></p> <hr/> <p>Content <b>"New year, new engagements! We're excited to meet all the newly engaged couples this season. I'm (your name), and here's a little about why I love helping couples create their dream day! Here's to making 2024 unforgettable!"</b></p>	<p>Content Type <b>Carousel post</b></p> <hr/> <p>Headline/Title <b>Trending Wedding Themes for 2025</b></p> <hr/> <p>Media <b>Share a carousel post featuring some of the top wedding themes expected to be popular this year (e.g, Minimalist, boho-chic, vintage glamour, you can also mention the Pantone colour of the year</b></p> <hr/> <p>Content <b>"Wondering which wedding themes are trending in 2025? Heres a sneak peek at some stunning ideas that will make your big day uniquely you! Tell us in the comments - which style are you most drawn to?"</b></p>	<p>Content Type <b>Photos</b></p> <hr/> <p>Headline/Title <b>New Offerings</b></p> <hr/> <p>Media <b>If your launching new packages, services or a brand refresh, highlight it! Share visuals that represent any changes</b></p> <hr/> <p>Content <b>"New year, fresh look! We're excited to unveil (new package/service/brand look). From (brief description of new features or services), we're thrilled to bring even more magic to our couples this year</b></p>	<p>Content Type <b>Blog / video</b></p> <hr/> <p>Headline/Title <b>Wedding planning tips for Newly Engaged couples</b></p> <hr/> <p>Media <b>Create a short list of essential tips for newly engaged couples just starting the planning process</b></p> <hr/> <p>Content <b>"Just got engaged? Congratulations! Here are our top tips to help you kickstart your wedding planning journey. 1. Budget, 2. Choose a season, 3. Book your key vendors. Whats the first step you're taking?"</b></p>	<p>Content Type <b>Photo /video</b></p> <hr/> <p>Headline/Title <b>Behind-the-scenes _ Planning for the year ahead</b></p> <hr/> <p>Media <b>Share a behind-the-scenes look at your planning or preparation for the new year. This could be a photo of your workspace, planning materials, or a snapshot of you working on new ideas.</b></p> <hr/> <p>Content <b>"2025 is going to be incredible, and we're preparing to make it the best year yet for our couples! Here's a little peek at what goes on behind the scenes as we get ready for the busy season ahead.</b></p>