

30-Day Content Strategy Template

by Maken Media | maken.media

How to Use This Template

Step 1: Research Your Top 100

Before creating any content, study what's already winning in your industry. Search your niche on Instagram, TikTok, and YouTube. Find the top 100 performing pieces of content from competitors and leaders in your space. Save them all in a spreadsheet.

1. Search 10-15 competitor/industry accounts on Instagram, TikTok, YouTube
2. Sort their content by views/engagement (most popular first)
3. Save the top 100 posts — note the format, hook, topic, and engagement
4. Look for patterns: what formats repeat? What topics get the most views?

Step 2: Identify Your Content Pillars

From your top 100 research, group the winning content into 4-6 core themes. These become your content pillars — the categories you'll rotate through every month. Each pillar serves a different purpose in your marketing funnel.

Step 3: Build Your Monthly Calendar

Assign 5-10 content ideas per pillar. Each idea should reference a winning piece of content you found in Step 1 as inspiration (not copying — adapting the format to your brand). Aim for 20-30 pieces of content per month.

Step 4: Add CTAs to Every Post

Every piece of content should have a purpose. Map each pillar to a call-to-action:

- **Authority content** → "Follow for more" / "Save this"
- **Social proof content** → "DM us" / "Link in bio"
- **Educational content** → "Comment your question" / "Share with someone who needs this"
- **Entertainment content** → "Tag someone" / builds shareability naturally
- **Direct response** → "Book a call" / "Shop now" / "Get a quote"

Content Pillar Template

Copy this structure for each of your 4-6 pillars. Fill in with ideas adapted from your top 100 research.

1

Before & After / Transformations

Purpose: Establish credibility by showcasing results and transformations.

#	Format	Content Idea	Hook / Title	Reference URL	Status
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

2

POV / Perspective Content

Purpose: Emotion, shareability, and belief-shifting. Makes the audience feel something.

#	Format	Content Idea	Hook / Title	Reference URL	Status
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

3

Education / How-To

Purpose: Build trust and authority by teaching your audience something valuable.

#	Format	Content Idea	Hook / Title	Reference URL	Status
1					
2					
3					
4					
5					

4

Entertainment / Humor

Purpose: Shareability and humanizing the brand. Makes people like you before they buy from you.

#	Format	Content Idea	Hook / Title	Reference URL	Status
1					
2					
3					
4					
5					
6					
7					
8					
9					

5

Social Proof / Testimonials

Purpose: Convert warm leads by showing real results and real people.

#	Format	Content Idea	Hook / Title	Reference URL	Status
1					
2					
3					

30-Day Posting Calendar

Map your content ideas to specific days. Aim for 1 post per day across platforms.

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							
2							
3							
4							

Content Production Checklist

Phase	Task	Owner	Deadline	Status
Research	Complete top 100 competitor content audit			
Research	Identify 4-6 content pillars			
Planning	Write 30 content ideas (hooks + formats)			
Planning	Map ideas to 30-day calendar			
Production	Schedule shoot days			
Production	Film all raw content			
Editing	Edit and format for each platform			
Publishing	Schedule posts with captions + hashtags			
Review	Analyze performance after 30 days			
Review	Double down on top performers for Month 2			

Want us to build this for you?

We create custom 30-day content strategies, film the content, edit it, and post it — so you can focus on running your business.

Book a Free Strategy Call

