

SEPTEMBER

Content Calendar

PROJECT

Make Your Wordmark Work

How bespoke typography and lettering can elevate your brand's logo.

KPIs

This is an organic social calendar. Engagement rate (reactions, comments, reposts) will be the most important KPIs. Follower growth rate and impressions will also provide insight. Results will determine if any posts can be repurposed as paid ads.

Social Media Channel Target Audience	Monday Content Audience KPI	Tuesday Content Audience KPI	Wednesday Content Audience KPI	Thursday Content Audience KPI	Friday Content Audience KPI
LinkedIn 1. Marketing Executives 2. Creative Professionals	01 Labor Day	02 10am LinkedIn Article <i>"Wordmark Work"</i> • Audience: 1, 2 • KPI: Followers	03	04 12pm Carousel #1 <i>"Business Benefits"</i> • Audience: 1 • KPI: Engagement	05
	08 8am Carousel #2 <i>"Custom Type"</i> • Audience: 1,2 • KPI: Engagement	09	10 10am Video #1 <i>"Timeless Marks"</i> • Audience: 2 • KPI: Impressions	11	12
	15 8am Video #2 <i>"Hand-lettering"</i> • Audience: 2 • KPI: Impressions	16	17 12pm Carousel #3 <i>"3 Timeless Marks"</i> • Audience: 1,2 • KPI: Engagement	18	19
	22	23 10am LinkedIn Article <i>"Wordmark Work"</i> • <i>Repost to business page</i>	24	25 9am Carousel #4 <i>"3 Hand-lettering"</i> • Audience: 1,2 • KPI: Engagement	26