

## Happy June!

What was trending last month? According to Google Trends, the “talk of the town” lately has been the Met Gala, The Metropolitan Museum of Art and Miami Dolphins football team. When searching “marketing” on Google Trends, the most searched topics include: Vice President (Job Title), Bud Light (Topic), Vice President of Marketing (Job Title), Budweiser (Beer), Computer program (Topic).

To revisit the larger vision of the [CLIENT NAME] content strategy...

- **Goal:** Remind your client of the larger goal at hand. Highlight this area if you feel your client may be experiencing a lack of motivation or discouragement around content.
- **Objectives:**
  - What is the objective for this year on the roadmap?
  - What is the objective for this quarter's tactical plan?
  - This month?

### **Content Strategy Recommendations:**

1. Make 1-2 pieces of long-form content around long-tail keywords (blog or YouTube)
2. Develop 5-10 pieces of short-form content from the produced long-form content (reels, LinkedIn posts, quotes to put on IG, questions to ask on IG to spark discussion, etc.)

This month’s content calendar focuses on the two topics, each topic is assigned two long-tail keywords:

Topic 1: Include relevant topic for client here

Target Audience: Target audience: include link to most relevant persona here

Strategic positioning: “This will come from your strategy deck and should not change”

- **BLOG: “Insert Topic Here”**
  - Top Competitors for this topic include (from an SEO perspective):  
Include top 3 SERP results for this topic, hyperlinked by site name
  - Keywords recommendations:
    - Keyword 1
    - Keyword 2
    - Keyword 3
    - Keyword 4
    - Keyword 5

- **BLOG: “Insert Topic Here”**
  - Top Competitors for this topic include (from an SEO perspective):  
Include top 3 SERP results for this topic, hyperlinked by site name
  - Keywords recommendations:
    - Keyword 1
    - Keyword 2
    - Keyword 3
    - Keyword 4
    - Keyword 5

Topic 2: Include relevant topic for client here

Target Audience: Target audience: include link to most relevant persona here

Strategic positioning: “This will come from your strategy deck and should not change”

- **YOUTUBE: “Insert Topic Here”**
  - Top Competitors for this topic include (from an SEO perspective):  
Include top 3 YouTube results for this topic, hyperlinked by site name
  - Keywords recommendations:

- Keyword 1
  - Keyword 2
  - Keyword 3
  - Keyword 4
  - Keyword 5
- **YOUTUBE: “Insert Topic Here”**
    - Top Competitors for this topic include (from an SEO perspective):  
Include top 3 YouTube results for this topic, hyperlinked by site name
    - Keywords recommendations:
      - Keyword 1
      - Keyword 2
      - Keyword 3
      - Keyword 4
      - Keyword 5

### **A few June marketing holidays to remember:**

- June 5 is World Environment Day
- June 14 is Flag Day
- June 19 is Juneteenth
- June 21 is the First Day of Summer
- June 30 is Social Media Day