

Decide WHAT TO MEASURE

Organizing your content into category buckets

An easy way to gain deeper insights is to categorize content into buckets. The following worksheet will help you plan your categories for your initial measurement.

Choose a start and end date for your first test

Start Date: _____

End Date: _____

What Platforms will you test your content on?

Facebook

Instagram

What type of content will you test first?

Choose a content type to start testing.

Core content categories (recommended)

Image category (i.e couples, details, activities, emotional moments,

BTS or personal posts


Detail Category - (portraits, bouquets, cake, centerpieces, event spaces, etc)

Copy length - (short, medium, long)

Your Buckets

Use the following worksheet to brainstorm categories and topics so you'll never be left wondering what to post.

CATEGORY 1



CATEGORY 2



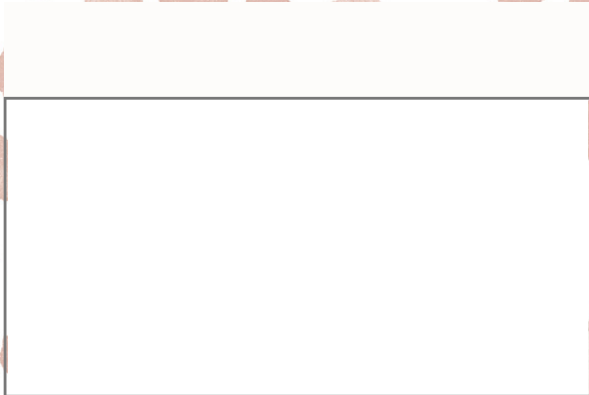
CATEGORY 3



CATEGORY 4



CATEGORY 5



CATEGORY 6



Wedding Planner

EXAMPLE

CATEGORY 1

BTS/ Personal

- Your mid-century modern workspace
- Timelapse set up
- After event cocktails
- BTS with your staff.
- The dog.

CATEGORY 2

Local Venue Tips

- Venue Reviews
- Offbeat Venues
- Romantic venues
- Dealing with venue issues
- Working with a venue coordinator

CATEGORY 3

Clients

Caption Formula

{Clients' Names} came to us looking for {Desired look/outcome}. We worked with them by {process}. At one point {challenge}. We solved the challenge by {process}. In the end the clients felt/experienced {end result}.

CATEGORY 4

Design and Decor

- Florals
- Reception details
- Tablescapes
- Ceremony decor
- Paper Elements

CATEGORY 5

Advice - from the blog

- Getting started {in your city}
- How-to {in your city}
- Pro tips for {regional} couples
- Finding a venue - spotlight, advice + reviews
- Hiring your vendor team - colleague spotlight

CATEGORY 6

Local Flavor

- Gifts and welcome bag ideas
- Things to do - guest fun
- Local customs
- Best places to eat local dishes
- Insider tips for guest travel and transportation