



content batching system

HOW TO CREATE A CONTENT WORKFLOW THAT
WORKS FOR YOUR REAL ESTATE BUSINESS

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CEO OF A CREATIVE CO.

SOCIAL MEDIA CONTENT STRATEGIST

From pre-med major in college...
To a corporate marketing team (a la Mad Men)...
To running a photography business...
And EVERYTHING in between!



outline

01 what is a content workflow

02 creating your ideal workflow

03 how to create 30 days worth of content



01

what is a content workflow?

LET'S PLAY A GAME OF WOULD YOU RATHER...

LET'S SAY YOU ARE CREATING 5 POSTS PER WEEK...

SCENARIO #1

And each day you sit down to create a post

Brainstorm an idea	15 minutes
Plan your content	15 minutes
Setup Equipment	10 minutes
Get "camera-ready"	30 minutes
Create the visual	5 minutes
Edit the visual	10 minutes
Write the caption	10 minutes
Schedule/Post	5 minutes

TOTAL – ALMOST 2 HOURS!!

multiply by 5 and that takes you 10 hours

SCENARIO #2

And if you create a workflow and system

Brainstorm ideas	20 minutes
Plan your content	10 minutes
Setup Equipment	10 minutes
Get "camera-ready"	30 minutes
Create the visual	15 minutes
Edit the visual	20 minutes
Write the caption	30 minutes
Schedule/Post	10 minutes

TOTAL – JUST OVER 2 HOURS!!

but now all FIVE posts are done

a content workflow includes...



a system for how you approach content creation and content batching that works for YOU!



a strategy to keep your ideas and process organized to save you precious time



a tool or resource to store the system, strategy, and your valuable content



02

creating your ideal workflow

AND WHY THERE IS NO ONE SIZE FITS ALL APPROACH



YOUR SCHEDULE

take a look at what is manageable for you, and WHEN you can create



CONTENT POSTING

determine how often you want to post content



CREATIVITY AND MINDSET

next take a look at how your mind works and build around that

your schedule

how far in advance do you want to plan?

First, you have to figure out if you want to get 1 week ahead, 2 weeks ahead, or even a full month!

when can you dedicate time to batching?

Do you want to sit down on a Sunday evening and plan your content for the week, and create on Monday morning?

can you clear your calendar?

Put a meeting into your calendar, and dedicate the time to yourself!

content posting

how many posts do you want to create a week?

Do you want to post a Reel/TikTok every Wednesday? Or maybe you want to post every Tuesday + Thursday on Instagram?

can you committ to that consistency?

Whatever you determine, is that something you will be able to maintain and be consistent with each week?

how do you want to approach content?

Do you want to do it all in one sitting? Or space it out over a few days?

creativity + mindset

what type of content do you want to produce?

Are you looking to inspire, inform, or entertain? Maybe a combination of all 3?
Do you want to follow trends, or pave your own path?

do you have content pillars?

Do you have a way of categorizing your content into your existing strategy or your content buckets/pillars/categories?

what is the purpose?

What are you trying to aim for with these videos? Are you trying to gain brand awareness, provide value, or book more clients?



03

how to create 30 days of content

AND HOW TO VISUALLY PLAN FOR THE NEXT 30 DAYS!

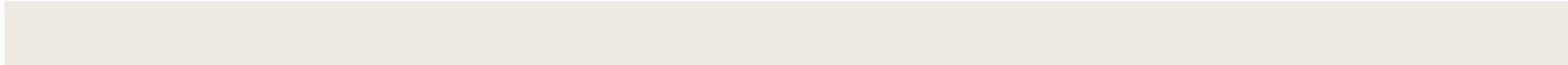
themes

MONTHLY

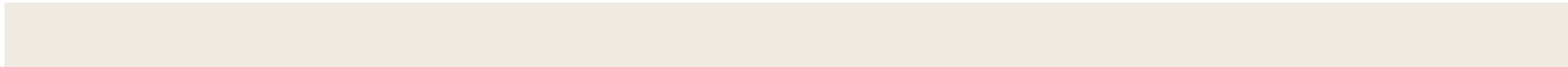
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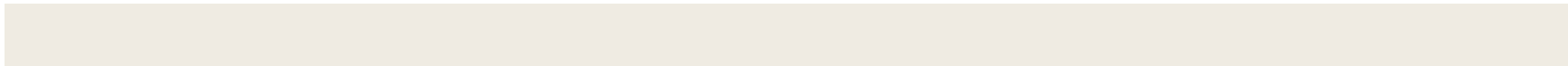
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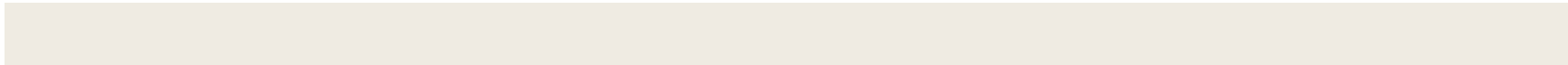
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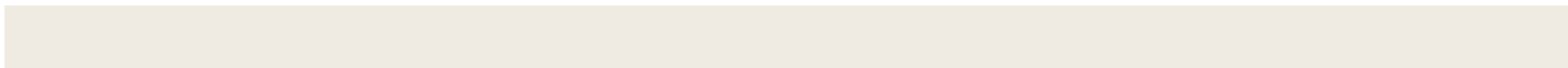
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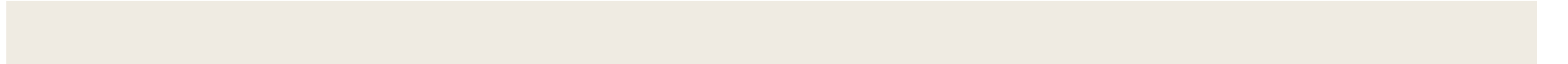
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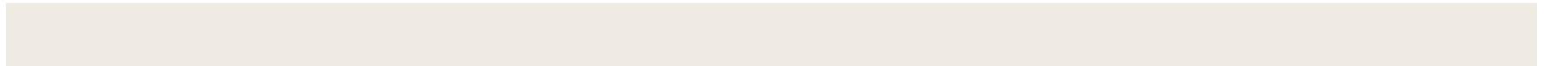
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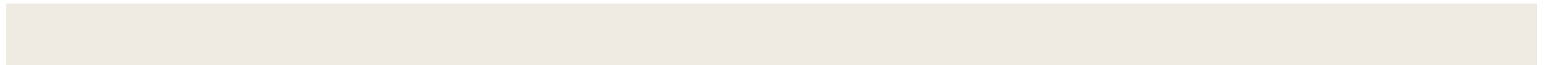
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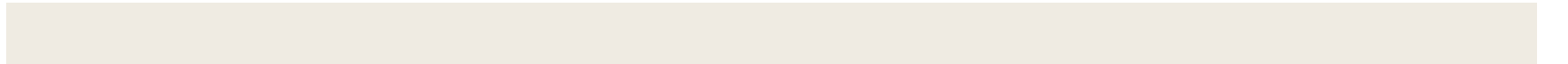
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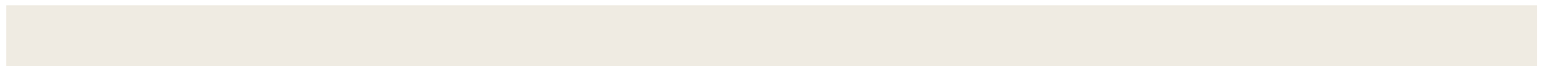
OCTOBER



NOVEMBER



DECEMBER



Content Pillars

FRIDAY	
THURSDAY	
WEDNESDAY	
TUESDAY	
MONDAY	

MON.	<div>CONTENT PILLAR</div> <div></div>	<div>CONTENT IDEAS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>	<div>CONTENT FORMAT</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>
TUE.	<div>CONTENT PILLAR</div> <div></div>	<div>CONTENT IDEAS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>	<div>CONTENT FORMAT</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>
WED.	<div>CONTENT PILLAR</div> <div></div>	<div>CONTENT IDEAS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>	<div>CONTENT FORMAT</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>
THU.	<div>CONTENT PILLAR</div> <div></div>	<div>CONTENT IDEAS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>	<div>CONTENT FORMAT</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>
FRI.	<div>CONTENT PILLAR</div> <div></div>	<div>CONTENT IDEAS</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>	<div>CONTENT FORMAT</div> <div>1.</div> <div>2.</div> <div>3.</div> <div>4.</div> <div></div>

MON.

CONTENT PILLAR

CONTENT TIPS

CONTENT IDEAS

- 1. WHAT ARE CONTENT PILLARS
- 2. THE 3 PARTS OF A CONTENT STRATEGY
- 3. PURPOSE OF ALIGNING CONTENT PILLARS TO DAYS
- 4. VIRAL CONTENT TRENDS

CONTENT FORMAT

- 1. REEL
- 2. CAROUSEL
- 3. GRAPHIC
- 4. CAROUSEL

TUE.

CONTENT PILLAR

BIZ TIPS

CONTENT IDEAS

- 1. WHY I USE HONEYBOOK AS MY CRM TOOL
- 2. Q4 FINANCIAL GOALS
- 3. SOFTWARE I USE TO RUN MY BUSINESS
- 4. WHEN TO HIRE A V.A. FOR YOUR SMALL BIZ

CONTENT FORMAT

- 1. IMAGE
- 2. GRAPHIC
- 3. REEL
- 4. CAROUSEL

WED.

CONTENT PILLAR

PROMOTIONAL

CONTENT IDEAS

- 1. CREATIVE CONTENT LAB
- 2. PRICING WORKSHOP
- 3. CREATIVE CONTENT LAB
- 4. V.I.P. DAYS

CONTENT FORMAT

- 1. GRAPHIC
- 2. GRAPHIC
- 3. REEL
- 4. CAROUSEL

THU.

CONTENT PILLAR

SOCIAL MEDIA TIPS

CONTENT IDEAS

- 1. 5 TRENDING TIKTOK VIDEO IDEAS
- 2. NEW: INSTAGRAM VIDEO ANNOUNCEMENT
- 3. HOW TO CREATE A SHAREABLE CAROUSEL
- 4. REELS TRENDS FOR THE WEEK

CONTENT FORMAT

- 1. CAROUSEL
- 2. REEL
- 3. CAROUSEL
- 4. REEL

FRI.

CONTENT PILLAR

PERSONAL

CONTENT IDEAS

- 1. FRIDAY INTRODUCTION
- 2. RECENT BUSINESS LESSON I LEARNED
- 3. HOW SOCIAL MEDIA IMPACTS MY MENTAL HEALTH
- 4. PHOTO DUMP / LIFE UPDATE

CONTENT FORMAT

- 1. IMAGE
- 2. IMAGE
- 3. GRAPHIC
- 4. CAROUSEL

thank you!

QUESTIONS?

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