

PLANVORA

SOCIAL MEDIA CONTENT PLANNER

Small Business Edition

PLANVORA

How to Use

A simple workflow for planning, creating and reviewing content.

90-Day Goals

Set 3 measurable goals for the next 90 days.

Audience Snapshot

Who are you helping? What do they want? What stops them?

Content Pillars

Choose 3–5 recurring themes that support your brand.

Brand Voice

Define the tone, words to use, words to avoid and your CTA style.

Monthly Overview

Map launches, promotions, events, holidays and key dates.

Monthly Goals

Top priorities, offers, growth targets and success metrics.

Campaign Brief

Campaign objective, audience, offer, message, CTA and deadline.

Weekly Dashboard

Top 3 priorities, publishing targets and tasks.