

4-WEEK CONTENT CALENDAR

Sample calendar showing how a strategy becomes ready-to-execute content.

Day	Platform	Format	Content idea	Hook	CTA
Mon	Instagram	Reel	3 content mistakes	Stop making these mistakes	Save this
Tue	TikTok	Short	Quick niche tip	This takes 30 seconds	Follow for more
Wed	YouTube	Short	Behind the scenes	Here is how it is made	Comment your niche
Thu	Instagram	Carousel	5 hook ideas	Use these hooks next	Save the list
Fri	TikTok	Short	Mini tutorial	Try this strategy	Share with a creator
Sat	Instagram	Reel	Product showcase	Here is what you get	DM to learn more
Sun	YouTube	Short	Weekly recap	What worked this week	Subscribe

Competitor Snapshot

- Competitor 1: strong hooks and frequent posting; opportunity — stronger brand voice.
- Competitor 2: good storytelling and editing; opportunity — clearer CTAs.
- Competitor 3: high posting frequency; opportunity — more educational content.

Growth Experiment

Test two different hooks on the same content concept and compare watch time, saves and shares.