LinkedIn Content Calendar AI-Powered Analytics Tool

Target Audience: B2B SaaS Marketing Professionals

Posting Frequency: 3 times/week

Content Pillars: AI Benefits for SaaS, Analytics Tips, Customer Success Stories

Week 1

Day: Mon

Pillar: AI Benefits for SaaS

Type: Text/Image Carousel

Idea: "3 ways AI is quietly boosting B2B SaaS revenue without your team lifting a finger." include simple graphics with each point.

Day: Wed

Pillar: Analytics Tips

Type: Short Video

Idea: Data Dash: 60-sec Tip Quick video on how to avoid vanity metrics when tracking SaaS growth.

Day: Fri

Pillar: Customer Story

Type: Text Post

Idea: How a Series A SaaS startup saved 10 hours/week using [Your Tool]. Use a storytelling structure (Problem Solution Result).

Week 2

Day: Mon

Pillar: AI Benefits for SaaS

Type: Text Post

Idea: AI isnt replacing marketers its making them superheroes. List 5 superpowers AI gives SaaS marketers with emojis or bold headers.

Day: Wed

Pillar: Analytics Tips

Type: Image Post

Idea: The 5 KPIs SaaS marketers should care about most in 2025. Simple branded image with 12 line explanation for each KPI.

Day: Fri

Pillar: Customer Story

Type: Short Video

Idea: Client quote animation or short testimonial clip. Overlay text: Our churn rate dropped by 14% after switching to [Tool Name].

Week 3

Day: Mon

Pillar: AI Benefits for SaaS

Type: Text/Image Combo

Idea: Still doing these 3 things manually? Show side-by-side comparison: Manual vs. Automated via AI. Add bold labels.

Day: Wed

Pillar: Analytics Tips

Type: Carousel Post

Idea: What this one dashboard taught us about customer behavior... Use a 45 panel swipe with 1 insight per slide.

Day: Fri

Pillar: Customer Story

Type: Text Post

Idea: Mini case study: From chaos to clarity 2-paragraph story of a CMO using the tool with real performance stats (e.g., cut reporting time by 50%).

Week 4

Day: Mon

Pillar: AI Benefits for SaaS

Type: LinkedIn Poll

Idea: Where do you spend the most time on analytics? Choices: Reporting, Cleanup, Interpretation, Dashboard building.

Day: Wed

Pillar: Analytics Tips

Type: Text Post

Idea: Why most SaaS dashboards are lying to you (and how to fix it). Strong hook + 3 actionable tips in bullets.

Day: Fri

Pillar: Customer Story

Type: Video/Image

Idea: Before/After slide or mini-demo: Show real example of dashboard upgrade with caption: In 30 days, this client boosted their funnel conversion by 18%.