LinkedIn Content Calendar Plan

AI-Powered Analytics Tool for B2B SaaS Marketers

Target Audience Profile

- B2B SaaS marketing professionals
- Marketing managers and directors
- Data-driven marketers looking to improve efficiency
- Decision-makers for marketing tools and software

Content Pillars & Posting Strategy

Posting Frequency

- 3 posts per week (Monday, Wednesday, Friday)
- Best times: 9-10am or 12-1pm when professionals are checking social media

Content Mix

- 50% educational/thought leadership
- 30% engagement/conversation starters
- 20% promotional (subtle, value-focused)

Weekly Content Framework

Monday: AI Benefits for SaaS ("AI Monday")

Focus on practical applications of AI in marketing analytics that solve real problems

Content Types:

1. Text posts with statistics about time/resources saved with AI analytics
2. Carousel posts explaining AI concepts in simple terms
3. Short video demos (30-60 seconds) showcasing specific features

Post Ideas:

- "5 Ways AI is Transforming Marketing Analytics" carousel post
- "Monday Metric: How AI Reduced Campaign Analysis Time by 73%" with graphic
- "AI Explained: Predictive Analytics in Plain English" carousel
- Short video: "See how AI spots conversion opportunities humans miss"

Wednesday: Data Analytics Tips ("Workshop Wednesday")

Practical, actionable advice that demonstrates expertise without being overly technical

Content Types:

1. Step-by-step guides as carousel posts
2. Before/after examples of data visualization
3. Quick tip videos (under 60 seconds)
4. Polls about analytics pain points

Post Ideas:

- "3-Step Process to Clean Your Marketing Data" carousel
- "The Only SaaS Dashboard Template You Need" downloadable resource
- "Workshop Wednesday: Turn Campaign Data into Action" quick tutorial
- Poll: "What takes the most time in your analytics workflow?"

Friday: Customer Success & Community ("Success Friday")

Focus on results and relationship-building, featuring lightweight success stories until you have case studies

Content Types:

1. Customer quotes and mini-testimonials
2. Industry insights and trend analysis
3. Q&A posts featuring common questions
4. "Friday Five" roundups of helpful resources

Post Ideas:

- "How [Early Customer] Increased Lead Quality by 32%" with simple graphic
- "Friday Q&A: 'How does AI improve attribution accuracy?'"
- "Weekend Reading: 5 Resources Every SaaS Marketer Should Bookmark"
- Short video of team member explaining a customer success story

---

Content Structures & Templates

Text Post Template

```
[Attention-grabbing stat or question]


[Main insight in 2-3 sentences]


[Personal take or practical application]


[Call to action - either engagement or subtle demo invitation]


#AIAnalytics #SaaSMarketing #MarketingData
```

Carousel Post Template

- Slide 1: Bold headline + eye-catching graphic
- Slide 2-4: One concept per slide, using visuals + minimal text
- Slide 5: Application example or quick win
- Slide 6: CTA slide (learn more, book demo, etc.)

Video Content Framework (30-60 seconds)

- 0-5 seconds: Hook (problem statement or surprising stat)
- 5-20 seconds: Introduction of solution concept
- 20-50 seconds: Quick demonstration or explanation
- Last 10 seconds: Benefit statement and call to action

Monthly Special Content

Week 1: Trend Analysis

Deep dive into an emerging marketing analytics trend with actionable takeaways

Week 2: "Ask Me Anything" Thread

Encourage questions about marketing analytics challenges

Week 3: Tool Comparison

Honest comparison showing where your tool excels (builds credibility)

Week 4: Mini Case Study or Success Story

As you gather more customer stories, feature lightweight case studies

---

Engagement Strategy

1. **Respond to all comments** within 24 hours to build community
2. **Ask questions** in posts to encourage comments
3. **Tag relevant industry figures** when appropriate
4. **Create branded hashtags** (#AnalyticsSimplified #DataThatDelivers)
5. **Engage with industry conversations** by commenting on relevant posts

---

Measuring Success

Track these metrics weekly:

- Post engagement rate (especially comments)
- Profile visits from posts
- Demo signup attribution
- Follower growth rate
- Content types with highest conversion

Getting Started (First 2 Weeks Example)

Week 1

- Monday: Introduction to AI analytics benefits post
- Wednesday: "3 Data Points Every SaaS Marketer Should Track" carousel
- Friday: "The Problem with Traditional Marketing Analytics" conversation starter

Week 2

- Monday: Short video explaining predictive analytics feature
- Wednesday: Step-by-step guide to setting up a basic marketing dashboard
- Friday: Q&A post addressing common questions about implementation time