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# How to Batch Your Content

*Your Quick Reference Guide  
to Batching Content*



# What Does Batching Content Mean?



Batching content means that you are creating a bunch of content at once that will go out over time. You can choose the week, month, quarter, or even year. You can also choose to do this on multiple platforms or not.

Whichever platform you are creating content for it is good to do market research to see what works best for that platform depending on how fast you want to grow and your target market. What works for one market on Instagram may not work for another. This is true on all platforms.

Also, know that there is no one size fits all batching strategy. Some people like to have everything planned out ahead of time and some people (like me) like to create content in the moment and feel immense pressure to create batches of content.

Whichever you are know that it is ok, to do what works for you.

For the content I do create ahead of time, check out these simple steps.

01

## *Find Your Topics*

Create a list of at least 3-5 topics you/your brand can serve value on. If you feel comfortable or you want to create content for a longer period of time you can add more topics but I wouldn't do more than 6-8 or you may end up confusing your target market.

02

## *Google It*

Market research is highly important to figuring out how to connect with the ideal client. Places like Google, Answer The Public, + Pinterest allow you to see what people are searching for so you can be the one to answer their questions for them. Compile a list of questions for each of your topics.

03

## *Plan It*

Figuring out your plan for how you want to post to social media is not a one size fits all. Planning how often you would like to post depends on how fast you want to grow and the platform. Take time to decide how often you want to show up, grow, and give value.

04

## *Create*

Now that you know how often you want to show up and you have your questions that need answering. It's time to create, this is where you will create a video, graphic, or other content around the questions that your ideal client is asking based on Google and other sources.

\*Reels/Tiktok can be saved as drafts for this step.

05

## *Schedule It*

Whichever platform you choose to schedule your content on. Taking the time to actually schedule them will help to ensure that new content is always going out. Personally, I schedule some of my content and in real-time create the rest. This always gives me the best of both worlds.

Need more help?  
Contact Us!

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