

BuilderForecast

Budget tools for residential builders

30-Day Content Planner for Builders

A practical social media planning workbook for residential builders, construction consultants and builder-focused service businesses.

Plan

Batch

Post

Track

Digital download | Includes workbook guide, AI prompt and monthly review workflow

Quick Start Guide

This guide supports the BuilderForecast 30-Day Builder Content Planner workbook. The planner is designed to help builders turn practical site knowledge, project control, client education and quote clarity into content that is easier to plan, create and review.

Use it for Instagram, Facebook, LinkedIn, TikTok, Google Business Profile posts, email topics or blog ideas. The goal is not to become a full-time content creator. The goal is to make the business visible, credible and easier to trust.

Workbook Tab	Purpose
Start Here	Capture the brand, audience, offer, tone, platform and core content pillars.
30-Day Calendar	Plan each post by date, platform, pillar, format, topic, hook, CTA, status and project stage.
Content Ideas	Use builder-specific content prompts when the month feels blank.
Caption Builder	Draft clearer captions using a hook, problem, value, proof and CTA structure.
Hashtag Bank	Store reusable construction, estimating, project control and local business hashtag groups.
Weekly Planner	Break the month into weekly themes, priorities, batching tasks and repurposing ideas.
Analytics Tracker	Track reach, likes, comments, shares, saves and engagement rate.
Dashboard	Review total reach, engagement, posts planned, posts posted and key content lessons.

How to use the planner

1. Complete the Strategy Snapshot first. Keep it simple: audience, offer, platform, tone and goal.
2. Choose 3 to 5 content pillars. For builders, a strong mix is Education, Authority / Trust, Behind the Scenes, Promotion and Community.
3. Open the 30-Day Calendar and assign a clear topic, format, hook and CTA for each planned post.
4. Use the Caption Builder to turn rough ideas into captions that explain the risk, give value and move people to the next step.
5. Batch the work weekly. Separate planning, writing, design, scheduling and engagement so it does not become a daily scramble.
6. Record results in the Analytics Tracker after posts go live. Review patterns, not one-off spikes.

Recommended Monthly Content Mix

Content Type	Suggested Quantity	Builder Example
Education	8 to 10 posts	Budget tips, quote comparison advice, selections warnings, scope checklists.
Authority / Trust	4 to 6 posts	Lessons learned, anonymised case studies, trade review standards, practical o
Behind the Scenes	4 to 6 posts	Site process, documentation checks, procurement prep, project admin routines.
Promotion	4 to 6 posts	Service explainers, downloadable tools, consultation offers, FAQ posts.
Community	4 to 6 posts	Polls, builder questions, owner-builder prompts, local trade conversations.

Builder-specific content angles

- Cost clarity:** show how budgets, allowances, provisional sums and variations actually work.
- Scope control:** explain what should be checked before a quote or trade price is accepted.
- Project discipline:** show the admin, forecasting and documentation that keeps jobs controlled.
- Client confidence:** answer questions clients are too embarrassed to ask before signing.
- Local credibility:** show practical market knowledge, local supplier constraints and site realities.

AI Prompt to Fill the Planner

Copy and paste this prompt into ChatGPT, Claude, Gemini or another AI writing tool when you want help filling the workbook.

Act as a social media content strategist for a residential builder or construction service business. Create a 30-day content plan using these details: [business type], [location], [target audience], [main offer], [project type], [primary platform], [brand tone] and [goal for the month]. Include a mix of educational, authority-building, behind-the-scenes, promotional, case study and community-focused posts. For each day, provide the content pillar, post format, topic idea, hook, caption angle, call to action and suggested project stage. Keep the content practical, credible and relevant to Australian residential construction. Avoid vague marketing language.

Prompt customisation formula

My business is [business type]. I build or support [project type]. My ideal client is [client type]. My offer is [offer]. My price point is [price]. My tone is [direct / professional / casual / premium]. My goal this month is [goal]. Please tailor the content to this context.

Tip: ask the AI to produce a first draft only. Then ask it to sharpen the hooks, remove generic language, add stronger construction examples and make the CTA clearer.

Weekly Workflow

Day	Action
Monday	Pick the weekly theme and choose the offer or message that needs visibility.
Tuesday	Draft captions using the Caption Builder. Write first, polish second.
Wednesday	Create graphics, carousels, reels or site photo captions. Batch the production.
Thursday	Schedule posts and prepare any CTAs, links, downloads or enquiry forms.
Friday	Review engagement, save useful comments and record results in the Analytics Tracker.

Tips for better results

- Do not try to post everywhere at once. Pick one primary platform and repurpose from there.
- Repeat the core message more than feels comfortable. Your audience is not seeing every post.
- Use real builder context: scope gaps, budget pressure, site coordination, selections and trade communication.
- Avoid posting confidential client information, contract details, private site photos or identifiable issues without permission.
- Track numbers, but also track commercial signals: enquiries, saves, DMs, referrals and repeat questions.
- Turn the best-performing post into a guide, checklist, email or downloadable product.

Product use note

This planner is a digital planning tool. It does not guarantee social media growth, sales, enquiries, engagement or platform performance. Results depend on the offer, audience, consistency, content quality, market conditions and follow-up process. AI output must be reviewed before publishing, especially where it references pricing, timeframes, project details, contract obligations, compliance or customer claims.

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