

THE ULTIMATE 3-MONTH CONTENT CALENDAR & FILMING BLUEPRINT

*Your Essential Plan for Crafting
Engaging Marketing Content with Ease*

www.highimpactdealer.com



**HIGH
IMPACT
DEALER**



3 MONTHS CONTENT CALENDAR

Month 1: Building Awareness

Week 1: *Product Focus*

Spotlight a key product (mower or trailer): Features and benefits

“Did You Know?”: Unique features of handheld equipment

Customer Success Story: Brief testimonial

Maintenance Tip: Seasonal equipment care advice

Week 2: *Storytelling & Community*

Family-Owned Story: Business history or values

Employee Spotlight: Introduce a team member

Local Impact: How the dealership supports the community

Throwback Thursday: Old photo or milestone

Week 3: *Equipment Demos & Comparisons*

Video Demo: Showcase a product in use

Product Comparison: Two popular models side-by-side

Behind-the-Scenes: Business operations or workshop peek

Seasonal Highlight: Equipment relevant to the season

Week 4: *Equipment Demos & Comparisons*

Financing Q&A Post: Invite questions about financing options for equipment.

Customer Review Spotlight: Share advantages on why customers should choose to buy from a local dealer.

Poll/Quiz: “Why buy from a dealer?” - Test knowledge on dealer benefits.

User Highlight: Share a customer’s experience with dealer support and ser-

Month 2: Educating & Engaging Customers

Week 1: *Product Education*

Equipment Benefits: Highlight key advantages.

Equipment Feature: Focus on emphasizing how it meets different needs.

Customer Review: Highlight positive feedback

DIY Maintenance Tip: Simple steps for upkeep

Week 2: *Business Values*

Why Shop Local: Economic impact of supporting local businesses

Meet the Owner(s): Short video or photo post

Community Event: Highlight upcoming local involvement

Throwback Thursday: Early business photo or old ad

Week 3: *Interactive Content*

"Which Product is Right for You?": Guide or infographic

How-To Video: Using or maintaining a specific tool

Compare Models: Two mowers for different needs

Seasonal Feature: Winter tools (if applicable)

Week 4: *User-Generated Content & Testimonials*

Customer Story: Real-life use case

Tag a Friend Challenge: Encourage sharing

Poll: Favorite product or feature

FAQ Friday: Answer common customer questions

Month 3: Highlighting Services & Relationships

Week 1: *Services Offered*

Highlight repair or maintenance services

Post about a popular seasonal service (e.g., winterization)

Customer Testimonial: Focus on service experience

"Did You Know?": Common service myths

Week 2: *Product Deep Dive*

Focus on a top-seller: Benefits and reviews

Equipment of the Week: Spotlight underused products

Behind the Brand: Feature a brand (Gravely, Ariens, etc.)

Comparison: Mower vs. handheld for small yards

Week 3: *Community & Loyalty*

Family Friday: Introduce family members involved in the business

Loyalty Program Highlight: Promote any special programs

Support Local: Tag other local businesses

Historical Post: Milestones in the business's journey

Week 4: *Engagement & Wrap-Up*

Ask Me Anything (AMA) with the owner/team

Customer Highlight: Share user-submitted stories/photos

Fun Friday: Trivia or giveaway

Recap Post: Highlight top moments from the past 3 months

October

Halloween (Oct 31)

Theme Idea: Reflect on past achievements, share dealership goals.

All Souls' Day

Theme Idea: Reflective post about gratitude and legacy — tie into family-owned dealerships and values passed through generations.

November

Thanksgiving (Nov 27)

Theme Idea: Express appreciation for clients and the OPE community.

Dealer Success Highlight

Theme Idea: Showcase a short client success story or testimonial.

December

Year-End Wrap-Up

Theme Idea: Celebrate milestones and results from the year.

Christmas & New Year (Dec 25–31)

Theme Idea: Warm message of gratitude and motivation for the year ahead.

NOTES

Topics to consider

Can highlight brands (Gravelly, Ariens, etc)

Other topics to consider

Month 1: *Establishing Connection*

General Post Ideas:

Product Feature: Showcase one standout piece of equipment each week.

Maintenance Monday: Share simple upkeep tips.

Trivia Tuesday: Fun facts about outdoor equipment.

Community Spotlight: Highlight local community ties.

Holiday Highlights:

Halloween (Oct 31):

Fun and engaging post — “Scary Marketing Mistakes” or “Frighteningly Good Results.” Use humor or Halloween visuals to grab attention.

Product Highlights:

Zero-Turn Mowers: Benefits for large lawns.

Handheld Equipment: Versatility and uses in small spaces.

Social Media Best Practices:

Encourage customer engagement by asking for opinions on featured products. Use hashtags relevant to local areas (e.g., #SupportLocal).

Other topics to consider

Month 2: *Educating and Entertaining*

General Post Ideas:

Before & After: Show results using specific equipment.

User Tips: Share a customer-submitted maintenance hack.

Poll: “Which mower model do you prefer?”

Holiday Highlights:

Thanksgiving (Nov 27)

Express appreciation for clients and the OPE community.

Product Highlights:

Trailers: Focus on capacity and durability.

Seasonal Equipment: Snow blowers or winter accessories.

Social Media Best Practices:

Post interactive stories: “Guess the tool” or quizzes.

Cross-promote posts across Facebook and Instagram for maximum reach.

Other topics to consider

Month 3: *Driving Engagement and Loyalty*

General Post Ideas:

Customer Stories: Share user testimonials with photos.

"Did You Know?": Lesser-known features of a product.

Local Impact: How the business contributes to the local economy.

Holiday Highlights:

Christmas & New Year (Dec 25–31):

Warm message of gratitude and motivation for the year ahead.

Product Highlights:

Top Seller Spotlight: Why it's popular with local customers.

Handheld Tools: Tips for first-time users.

Social Media Best Practices:

Encourage user-generated content: Ask customers to post their photos with a specific hashtag.

Review performance: Check analytics and adapt content accordingly.

UGC VIDEO POINTERS FOR CLIENTS

Guide Questions

Generic

1. What should I expect if I do business with Your Dealership?
2. What are a few (minimum of 3) things I don't know about Your Dealership?
Most people don't care how long you've been there. They want to know what you do to make their life easier.
3. What's the difference between buying from a dealer like yourself vs. buying from a big box store?

More Specific (MOST CRUCIAL)

THE OFFER - Consists of a single offer for a single piece of equipment (Gravely ZTX 52 918051) or a category of equipment (stand-ons, model series, etc.).
A simple offer that engages the customer at the highest level.

SAMPLE SCRIPT

Actual script: Hey, it's Jacob here at The Yard Stop. Check out this amazing deal on this Gravelly ZTX with a 52" cutting deck and a Kawasaki 23hp engine for only \$3999. The unit has a 3-year warranty, fabricated 10-gauge steel, adjustable drive handles, aggressive rear tires, all for as low as \$99 per month, no down payment, and 0% interest financing with approved credit. This is just one of the many amazing deals we have at Yard Stop in Ocala! Your one-stop shop for all mowers! What are you waiting for? Go to our website and get a mower deal that's perfect for you!

Other Primary Talking Points:

Pricing/Financing/Rebates/Warranty

Examples of other talking points:

What are the best sellers at the dealership?

How does financing work?

Parts and Service department

Any special programs available with any products? If there are, let's make sure the content running is up to date. You need to think, "Did I do a video with the latest programs?" If not, then do one.

What's new about Gravelly Zero-Turn Mowers that we currently don't know?

Are there any specials currently from the store?

Talk about new products for each of the brands.

What's it like to get approved?

What should my expectations be as a consumer?

What are the models you want to promote primarily?

Tell us why it's such a good deal.

POINTERS FOR SHOOTING THE VIDEO

Lighting is Key

Ensure your recording space has ample, natural light. Avoid strong backlighting, which can obscure the subject.

If you want to use a Light - Ring Light: If you need an affordable option for even lighting, a ring light is a great investment. These are especially popular for online content creation and are available at various price points.

Tip: Place the light source in front of you, at about eye level, and at a 45-degree angle to your face. This creates a flattering light and avoids harsh shadows.

Recording Device Quality

Use a high-quality recording device, preferably an iPhone 12 Pro or later, or an equivalent device if not using an iPhone. A good-quality camera ensures clear and sharp footage.

Stable Shots

Use a tripod when available or on a steady surface to eliminate shaky footage.

For **handheld shots, keep the hands as stable as possible** and avoid unnecessary movements.. Move farther away from the subject (1 to 2 steps backwards) to give the video editor more headroom to stabilize the shot.

Frame the Shot

Maintain a moderate distance from the lawnmower for a balanced view. Ensure the lawnmower is clearly visible, and consider the rule of thirds for composition.

- **Keep the subject in the center of the frame** as much as possible.
- **Turn on GRID on the camera** to apply the rule of thirds more easily.

Record extra shots that support your message, like

- **Close-ups of products** you're talking about.
- **Different angles** of you talking or interacting.
- Clips of **your environment or action** (e.g., typing on a keyboard, opening a package).

These clips can be added later to make your video more dynamic.

Variety of Shots:

Capture the lawnmower from different angles to showcase its design, features, and functionality. Experiment with close-ups, wide shots, and side views.

Tip: Don't rush! Take your time with each shot and remember that you can always edit out any mistakes later.

Natural Movements

Aim for smooth and natural camera movements. If necessary, use slow pans or tilts for a more cinematic feel. Avoid sudden jerks or zooms

Dress Professionally

For shots that include a talking head, present a professional image by dressing appropriately for the video. This enhances credibility and trust.

Clear Audio

Record in a quiet environment to capture clear audio. Speak clearly and at a moderate pace, ensuring all important information is audible.

If you want to use a Lapel Microphone:

An affordable and effective lapel microphone you can use with your phone is the **Rode smartLav+**. It connects to your phone via the headphone jack or adapter (depending on your phone model). This will drastically improve your audio quality compared to using the phone's built-in microphone.

If you're on a budget, the **BOYA BY-M1** is another excellent option. It works well with smartphones and is very affordable.

Tip: Make sure to clip the lapel mic about 6-8 inches from your mouth to avoid muffled audio or picking up unnecessary noise. Test it beforehand to ensure the sound is clear.

Dress Professionally

For shots that include a talking head, present a professional image by dressing appropriately for the video. This enhances credibility and trust.

Clear Audio

Record in a quiet environment to capture clear audio. Speak clearly and at a moderate pace, ensuring all important information is audible.

If you want to use a Lapel Microphone:

An affordable and effective lapel microphone you can use with your phone is the **Rode smartLav+**. It connects to your phone via the headphone jack or adapter (depending on your phone model). This will drastically improve your audio quality compared to using the phone's built-in microphone.

If you're on a budget, the **BOYA BY-M1** is another excellent option. It works well with smartphones and is very affordable.

Tip: Make sure to clip the lapel mic about 6-8 inches from your mouth to avoid muffled audio or picking up unnecessary noise. Test it beforehand to ensure the sound is clear.



SHOT EXAMPLE 1

1. Lighting - GOOD
2. Recording Device Quality - GOOD
3. Shot Stability - COULD BE IMPROVED
4. Shot Framing - GOOD
5. Audio - GOOD

VIDEO LINK



SHOT EXAMPLE 2

1. Lighting - GOOD
2. Recording Device Quality - NOT GOOD
(not sure if device is the reason)
3. Shot Stability - COULD BE IMPROVED
4. Shot Framing - NOT BAD
5. Audio - LOW QUALITY, TOO MUCH NOISE, UNCLEAR

[VIDEO LINK](#)



SHOT EXAMPLE 3

This shot is an example of a great STOREFRONT SHOT. This camera pans from close to farther from the logo. There are many other ways to shoot the outside of a shop like panning from left to right or right to left but this is one of the best ones especially for vertical/square videos which are typically used for the ads.

THIS EXAMPLE IS SHOT HORIZONTALLY

[VIDEO LINK](#)

Tip: Do a quick test shot to check the frame, lighting, and audio before starting the full recording.

If you'd like to talk with us about how we
can help you get your
Internet Marketing right &
maximize your leadflow online,

call our office at (352) 676-772
or go to
www.HighImpactDealer.com/schedule



**HIGH
IMPACT
DEALER**