90-DAY CONTENT CALENDAR.

Film in batches, then post through the quarter. Fill in one row for every two weeks.

When	Vehicle or new arrival	Salesperson question	Service or seasonal message
Weeks 1–2			
Weeks 3–4			
Weeks 5–6			
Weeks 7–8			
Weeks 9–10			
Weeks 11–12			

IDEAS

- New arrivals and hard-to-find trims
- The question buyers ask most this month
- Winter tires, spring changeovers, seasonal service

BEFORE YOU POST

- Named approver has signed off
- Captions added, since many people watch muted
- Listing, website and social versions ready

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NEXT STEP

roundtablemedia.ca/guides.html