**Resources from March RevGen’s Campaign and Content Calendar Presentation**  
  
[Content Management Institute](https://contentmarketinginstitute.com/) – Annual survey, best practices, how-to articles  
  
[Building Good Habits: *Atomic Habits*, by James Clear](https://jamesclear.com/atomic-habits)  
  
[ESRI Demographic / Geographic Research](https://www.esri.com/en-us/industries/needs/market-customer-analysis) ([Michele Massambani](mailto:Michele.Massambani@troon.com?subject=ESRI%20Data%20and%20Research%20for%20Target%20Audience%20Building) as a contact for more information)  
  
Customer Journey Mapping – Examples in MMP/Playbook and on [Troon Hub](https://thetroonhub.com/Troon-Departments/Sales-Marketing/Resources)  
  
More on Social Listening – why is it necessary? [Cision](https://www.cision.com/monitoring-analytics/social/?utm_source=bing&utm_medium=paidsearch&utm_campaign=monitoring-analytics&utm_term=listening%20social%20media&msclkid=35a5c5b9ed091bddac8ca78241b3904b) and [Sprout Social](https://sproutsocial.com/social-listening/?utm_source=Affiliate&utm_medium=Link&utm_campaign=affiliate-tracking-commission-junction-2020&utm_content=commission-junction-pricing-page&cjevent=e8a583e2ab0011ec8042bedf0a1c0e14&AID=14372685&PID=100357191&SID=tuid%3A2ED0D64B89FE68213B33C7768DFE6E5E)  
  
Examples of Content and Social Calendars:  
 [Free Hootsuite social media templates](https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/) (requires signing up for a free account)  
 [Six Degrees social media calendar example](http://sixdegreesla.com/creating-social-media-content-calendar/)  
 [Free content and editorial calendar templates](https://builtvisible.com/content-strategy-editorial-calendar-templates/)

[Pipedrive CRM](https://www.pipedrive.com/en/gettingstarted?utm_source=bing&utm_medium=cpc&utm_campaign=US%20EN%20Brd%20Pure%20Brand%20Exact&utm_content=Core&utm_term=pipedrive&cid=305139859&aid=1307319429641259&tid=kwd-81707509147193:loc-4083&msclkid=2bdb6e16e5ce18bfb2150c2d486abab4) – a favorite of your Sales & Marketing leads