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90-DAY BILIBILI CONTENT CALENDAR

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HOW TO CREATE A 90-DAY BILIBILI CONTENT CALENDAR

Page 1: Understanding a 90-Day Bilibili Content Calendar

1. What Is a 90-Day Content Calendar?
A 90-day content calendar is a publishing plan that organizes your video ideas, production activities, and upload schedule over approximately three months.
It helps you decide:

- What videos will you create?
- Which topics will your audience find valuable?
- When will each video be published?
- What format will you use?
- What keywords and titles will help viewers discover your content?
- How will you measure each video's performance?

Rather than creating videos randomly, you follow a planned system that connects individual uploads to your channel's larger goals.
For example, imagine you operate a Bilibili channel about technology. Your content calendar might include smartphone comparisons, software tutorials, technology news, product reviews, and beginner-friendly educational videos.
Each video serves a particular purpose. Some attract new viewers, others build trust, and some encourage existing followers to return.
2. Why Plan Content for 90 Days?
Planning three months ahead gives you enough time to experiment, collect performance data, and improve your content strategy.
Consistency becomes easier. You already know what to publish, so you spend less time searching for ideas. This reduces the chances of missing your planned upload schedule.
Content quality improves. You can research topics, prepare scripts, collect visuals, and edit videos without rushing everything at the last minute.
Your channel develops a clear identity. Publishing related videos helps viewers understand what your channel offers and why they should follow it.
You can identify successful topics. After publishing multiple videos, you can compare their performance and identify patterns in viewer interest.
Production becomes more efficient. You can batch similar tasks, such as researching five topics, writing several scripts, or recording multiple videos in one session.
3. Set Your Main Channel Goals
Before building your calendar, decide what you want to achieve during the next 90 days.
Avoid setting too many goals. Choose two or three measurable objectives.
Examples include:

- Publish 24 high-quality videos.
- Improve average video viewing duration.
- Increase meaningful comments and interactions.
- Attract viewers interested in a specific niche.
- Develop two or three repeatable content series.
- Improve the performance of video titles and thumbnails.

Your goals should be realistic for your available time and production resources.
For example, a beginner who can produce two videos per week should not plan to publish seven videos every week. A manageable schedule is more valuable than an ambitious schedule that becomes impossible to maintain.
4. Understand Your Target Audience
A good content calendar begins with audience understanding.
Think about the people you want to attract. Consider their interests, experience levels, problems, and reasons for watching Bilibili videos.
Ask yourself:

1. Are my viewers beginners, intermediate learners, or experts?
2. What questions do they frequently ask?
3. What topics are they already watching?
4. What problems can my videos solve?
5. What type of videos would make them return?

For example, a beginner-friendly gaming channel might focus on game tutorials, beginner mistakes, gameplay challenges, and updates.
A business education channel might publish marketing tutorials, case studies, productivity tips, and practical business lessons.
The more clearly you understand your audience, the easier it becomes to select useful topics.

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PAGE 2: RESEARCHING CONTENT IDEAS BEFORE PLANNING

5. Find Topics Your Audience Actually Wants
One of the biggest mistakes creators make is selecting topics based only on personal interests.
You might find a topic interesting, but that does not automatically mean your audience wants to watch it.
Before adding an idea to your calendar, look for evidence of audience interest.
Start with Bilibili itself.
Search for keywords related to your niche and examine the videos that appear. Pay attention to their topics, titles, formats, presentation styles, and audience reactions.
Look beyond the most popular videos. Smaller creators can also reveal useful opportunities because their content may address specific questions that larger channels overlook.
For each interesting video, investigate:

- What problem does the video solve?
- What makes its title attractive?
- Does the video use a tutorial, review, commentary, or entertainment format?
- What questions appear in the comments?
- Are viewers requesting additional information?
- Could you create a more useful or different version?

Never simply copy another creator's video. Use competitor research to understand audience demand and identify opportunities for original content.
6. Use Five Research Methods
Method 1: Bilibili search suggestions
Enter a broad keyword into the search bar and observe the related suggestions. These can reveal specific topics and phrases that viewers may be searching for.
For example, searching for a video editing topic could inspire ideas such as:

- Video editing for beginners
- Best editing techniques
- Common editing mistakes
- How to improve video quality
- Editing workflow tutorials

Treat suggestions as research clues, not guaranteed search-volume data.
Method 2: Competitor analysis
Identify five to ten channels serving a similar audience.
Study their recent uploads and note which topics receive meaningful engagement. Look for repeated themes, unanswered questions, and content gaps.
Create a simple competitor research sheet containing channel name, topic, format, title approach, and observations.
Method 3: Comment research
Comments are valuable because they reveal what viewers want after watching a video.
Look for questions such as:

- Can you explain this in more detail?
- Can you make a beginner tutorial?
- Which tool do you recommend?
- Can you compare these two options?
- What should I learn next?

Turn genuine questions into future video topics.
Method 4: Trending discussions
Monitor relevant industry discussions, product announcements, entertainment developments, gaming updates, and seasonal interests.
Trending content can attract attention, but only publish it when it matches your channel's audience and expertise.
Method 5: Audience feedback
Use comments, community interactions, and direct feedback to understand which subjects viewers want you to cover next.
You can also ask viewers to suggest future topics at the end of relevant videos.
7. Build a Content Idea Bank
Do not immediately assign every idea to a publishing date.
First, create a collection of at least 40–60 possible topics.
Organize them into categories.
For a technology channel, categories might include:
Category
Example topics
Tutorials
How to use useful software
Reviews
Product and application reviews
Comparisons
Tool A vs. Tool B
Educational
Technology concepts explained
Entertainment
Challenges and experiments
Updates
Relevant technology developments
For a gaming channel, categories could include gameplay, walkthroughs, tips, challenges, game updates, and reviews.
An idea bank prevents creative blocks and gives you backup topics whenever a planned video becomes difficult to produce.

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PAGE 3: CHOOSING THE RIGHT CONTENT MIX

8. Use Content Pillars to Organize Your Channel
Content pillars are the main subject categories around which your channel publishes videos.
Instead of covering unrelated subjects, choose three to five pillars that match your niche.
For example, a Bilibili educational channel could use these pillars:
1. Beginner Tutorials
Create step-by-step videos that explain how to complete specific tasks.
Examples:
- How to Start Learning Video Editing
- How to Create Your First Digital Project
- Essential Tools Every Beginner Should Know

2. Tips and Practical Advice
Share useful techniques that help viewers improve their skills.
Examples:
- Seven Editing Mistakes Beginners Should Avoid
- Five Ways to Improve Your Workflow
- Productivity Tips for Content Creators

3. Reviews and Comparisons
Help viewers make better decisions through honest evaluations.
Examples:
- Comparing Two Popular Editing Applications
- Free vs. Paid Tools: Which Is Better?
- My Experience Using a New Software Tool

4. Case Studies and Experiments
Show practical results instead of only explaining theory.
Examples:
- I Tried a New Editing Workflow for Seven Days
- How I Created a Video From Start to Finish
- What Happened When I Changed My Publishing Strategy

5. Community and Personal Content
Build a relationship with your audience.
Examples:
- Answering Viewer Questions
- Reacting to Audience Suggestions
- Sharing Lessons From My Latest Project

A balanced combination makes your channel more interesting while maintaining a recognizable identity.
9. Apply a Balanced Content Mix
A useful starting framework is to divide your planned content into four groups:
Suggested content distribution
Educational and tutorial content
40%

Tips and problem-solving
25%

Reviews and experiments
20%

Community and entertainment
15%

Illustrative starting percentages, not official Bilibili recommendations. Adjust according to your niche and analytics.
This distribution is flexible. A gaming channel may need more entertainment and gameplay, while an educational channel may publish more tutorials.
The purpose is to avoid making every upload feel identical.
10. Select the Right Video Formats
Different topics work better with different formats.
Consider including:
- Step-by-step tutorials: Explain a process from beginning to end.
- List videos: Present useful tips, tools, mistakes, or recommendations.
- Comparisons: Explain differences between products, methods, or techniques.
- Reviews: Share detailed opinions and practical experiences.
- Case studies: Demonstrate what happened during a real project.
- Challenges: Document an experiment or personal goal.
- Commentary: Discuss relevant developments or industry discussions.
- Series: Divide a larger subject into connected episodes.

A series is particularly useful because it gives viewers a reason to return.
For example, a channel could create a five-part beginner video editing series, with each episode covering a different skill.
11. Connect Every Video to a Purpose
Before scheduling an idea, identify its primary purpose.
A video can be designed to:
- Attract new viewers.
- Answer a common question.
- Build credibility.
- Encourage discussion.
- Introduce a new content series.
- Strengthen relationships with existing followers.

This prevents you from publishing videos without understanding what role they play in your overall channel strategy.

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PAGE 4: BUILDING YOUR 90-DAY PUBLISHING SCHEDULE

12. Divide Your Plan Into Three Phases
A 90-day strategy should not treat all three months as identical. Your channel needs different priorities as you collect information and learn what works.
Divide the plan into three 30-day phases.
Days 1–30
Phase 1: Foundation and Testing
再生回数が伸びる企画の作り方 | SNS OURS MAGAZINEours-magazine.jp

- Define your niche and audience.
- Establish three to five content pillars.
- Publish consistently.
- Test different video formats and topics.
- Record initial performance data.
-
- Days 31–60
- Phase 2: Improvement and Optimization
- When to Start Worrying About YouTube Analytics (A Guide for New Creators) | Subscribrsubscribr.ai
- Review your first month's results.
- Identify topics that attract meaningful engagement.
- Improve titles, covers, and video introductions.
- Develop promising topics into series.
- Test new approaches based on audience feedback.
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- Days 61–90
- Phase 3: Growth and Refinement
- Video Creator Tips for Better Content - Top Firmtopfirms.co
- Prioritize your strongest content pillars.
- Create more detailed and valuable videos.
- Improve production efficiency.
- Strengthen community engagement.
- Evaluate your progress and plan the next quarter.

This phased approach allows your strategy to evolve. You should not assume that the ideas selected on day one will remain the best choices throughout the entire quarter.
13. Choose a Realistic Publishing Frequency
Your publishing frequency depends on your available time, video length, editing requirements, and content type.
Here are three possible schedules:
Publishing level
Weekly uploads
90-day target
Beginner
1 video
13 videos
Standard
2 videos
26 videos
Intensive
3 videos
39 videos
These are planning targets, not platform requirements.
For most beginners, two quality videos per week are a practical starting point if they can maintain that schedule without sacrificing research or editing.
Remember that consistency does not mean uploading every day. It means establishing a reliable schedule that your audience can recognize.
14. Select Your Publishing Days
Choose days based on your audience's viewing habits rather than assuming that a particular weekday always performs best.
For a two-video weekly schedule, you could test:

- Tuesday: Educational or tutorial video.
- Friday: Review, experiment, or entertainment video.

After several weeks, compare the performance of your uploads.
Look at impressions, views, viewing duration, engagement, and audience feedback where those metrics are available.
Gradually adjust your schedule based on evidence.
15. Create a Weekly Production Workflow
A content calendar should include more than publishing dates. It should also show when the work will be completed.
Here is an example workflow for two videos per week:
Day
Main activity
Monday
Research and select topics
Tuesday
Write scripts and outlines
Wednesday
Record video one
Thursday
Edit and prepare video one
Friday
Publish video one or two according to your schedule
Saturday
Record and edit the next video
Sunday
Publish scheduled content and review performance
You can move the days around depending on your availability.
The important point is to separate research, scripting, recording, editing, publishing, and analysis into manageable tasks.
16. Create a Buffer of Ready-to-Publish Videos
One of the best ways to maintain consistency is to prepare content before its scheduled publication date.
Try to keep two or three completed videos ready whenever possible.
This buffer protects your publishing schedule when unexpected problems occur, such as technical issues, personal commitments, or editing delays.
It also gives you more time to react to relevant news or trending topics without abandoning your regular content plan.

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PAGE 5: YOUR COMPLETE 90-DAY BILIBILI CONTENT CALENDAR

17. The 13-Week Publishing Plan
The following example uses an educational creator channel as its model. You can adapt the subjects to technology, gaming, entertainment, business, education, lifestyle, or another niche.
It includes two videos per week, giving you a target of 26 uploads over approximately 90 days.
The topics are examples. Replace them with subjects relevant to your channel and audience.
Month 1: Foundation and Audience Discovery
Week
Video 1
Video 2
Week 1
Beginner's Guide to [Your Niche]
7 Mistakes Beginners Should Avoid
Week 2
How to Get Started With [Your Topic]
5 Essential Tools Every Beginner Needs
Week 3
Step-by-Step Tutorial for Beginners
Common Problems and How to Fix Them
Week 4
Best Practices for Improving Your Skills
Answering 10 Common Beginner Questions
Month 1 objective: Introduce your channel, test different content formats, and discover which subjects attract the right viewers.
Month 2: Improvement and Audience Engagement
Week
Video 1
Video 2
Week 5
Advanced Tips to Improve Your Results
Free vs. Paid Tools: Which Is Better?
Week 6
How to Solve a Common Audience Problem
My Experience Testing [A Relevant Method]
Week 7
10 Useful Tips Most Beginners Overlook
Comparing Two Popular Methods
Week 8
Complete Step-by-Step Practical Tutorial
Reacting to and Answering Viewer Questions
Month 2 objective: Develop more useful content, improve your strongest formats, and create videos based on real audience questions.
Month 3: Growth and Content Optimization
Week
Video 1
Video 2
Week 9
Complete Guide to an Important Topic
5 Advanced Techniques Worth Learning
Week 10
Real-World Case Study or Experiment
What I Learned After 60 Days
Week 11
Top 10 Tools, Resources, or Techniques
The Biggest Mistakes to Avoid
Week 12
A Complete Tutorial Series: Part One
A Complete Tutorial Series: Part Two
Week 13
90-Day Progress and Lessons Learned
What to Expect From My Next Content Series
Month 3 objective: Build on proven topics, demonstrate deeper expertise, strengthen returning-viewer relationships, and prepare your next publishing cycle.
18. Add More Than Just Video Titles
A useful calendar should contain all the information needed to produce and publish each video.
For every planned upload, record:

1. Video title or working title.
2. Content pillar.
3. Target audience.
4. Main viewer problem or question.
5. Video format.
6. Primary keyword or topic.
7. Script deadline.
8. Recording deadline.
9. Editing deadline.
10. Publishing date.
11. Cover and thumbnail status.
12. Performance results after publishing.

For example:
Planning field
Example
Video title
7 Beginner Editing Mistakes
Content pillar
Tutorials
Audience
New video editors
Format
Educational list
Main keyword
Editing mistakes
Recording
Wednesday
Publishing
Friday
CTA
Ask viewers to share their biggest editing challenge
This information makes your calendar actionable rather than just a list of ideas.
19. Keep Backup Topics Ready
Some topics will become outdated, take longer to produce, or lose relevance.
Maintain a list of five to ten backup ideas.
Useful backup formats include:

- Frequently asked questions.
- Beginner tutorials.
- Common mistakes.
- Tool comparisons.
- Practical tips.
- Viewer-requested topics.

These videos can fill gaps when your original schedule changes.

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PAGE 6: CREATING VIDEOS THAT PERFORM WELL ON BILIBILI

20. Write Strong Video Titles
Your title is one of the first things viewers notice when discovering your content.
A strong title communicates the subject and gives viewers a reason to watch.
Avoid titles that are too vague.
For example:
Weak: Video Editing Tips
Better: 7 Video Editing Tips Every Beginner Should Know
Weak: My Software Experience
Better: I Tested Three Free Editing Tools: Here's What I Learned
Weak: Learn Technology
Better: A Beginner's Guide to Understanding Essential Technology Tools
Your titles should be accurate, specific, and easy to understand.
Do not promise results that your video cannot deliver. Bilibili's published submission guidance emphasizes relevant titles, covers, and tags rather than misleading presentation.

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21. Design Relevant Video Covers
A video cover should communicate the subject quickly.
A useful cover generally contains:

- One clear visual subject.
- Short, readable text.
- A relevant image or screenshot.
- Good contrast.
- Consistent visual branding.

Avoid overcrowding your cover with multiple unrelated images and long sentences.
For example, a video about editing mistakes could use:
7 EDITING MISTAKES
With a relevant editing timeline or software screenshot.
Your cover should accurately represent the video instead of using unrelated visuals to attract clicks.
22. Structure Your Videos for Better Retention
Even a great topic can underperform when the video takes too long to deliver value.
Use a clear structure.
Opening: First 10–20 seconds
Explain what the video will cover and why viewers should care.
Example:
"Today, I'll show you seven editing mistakes that make beginner videos look unprofessional, along with practical ways to fix each one."
Avoid unnecessarily long introductions.
Main content
Break your video into clear sections.
For a tutorial, explain each step in order. For a review, discuss the features, benefits, limitations, and practical experience.
Use examples and screen recordings whenever they make the explanation easier to understand.
Practical demonstration
Show the viewer how something works instead of relying entirely on verbal explanations.
For example, if you explain a video editing technique, demonstrate it on an actual editing timeline.
Conclusion
Summarize the most important lessons and provide a clear next step.
Call to action
Ask one relevant question or encourage viewers to watch a related video.
Example:
"Which editing mistake do you find most difficult to fix? Share your experience in the comments."
23. Organize Your Content Into Series
A series connects several videos around one larger topic.
For example:
Beginner Video Editing Series

- Episode 1: Understanding the Editing Interface.
- Episode 2: Importing and Organizing Footage.
- Episode 3: Cutting and Arranging Clips.
- Episode 4: Adding Music and Transitions.
- Episode 5: Exporting a Professional Video.

This approach creates a learning journey.
Viewers who enjoy one episode may be interested in the next, especially when you clearly explain how the videos connect.
Use playlists and related-video references where available to make the series easier to navigate.
24. Improve Video Descriptions and Tags
Your video description should explain what viewers will learn.
Include:

- A brief introduction.
- Important topics covered.
- Relevant timestamps, if useful.
- Related resources.
- Links that are appropriate and safe.
- A question or call to action.

Choose tags that accurately describe your video.
For example, a video editing tutorial might use relevant terms covering the editing subject, software, skill level, and tutorial format.
Do not add unrelated tags simply because they are popular. Accurate metadata helps communicate what your content is actually about.

bilibili.tv

25. Maintain Content Quality and Originality
Publishing more videos does not automatically create a successful channel.
Every upload should provide something useful, entertaining, educational, or interesting.
Use your own explanations, demonstrations, commentary, or creative approach.
Make sure you have permission to use third-party footage, music, images, and other copyrighted materials where required.
Bilibili's creator rules address copyright, misleading content, and inappropriate publishing practices. Review the current requirements before uploading.

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PAGE 7: USING BILIBILI ANALYTICS TO IMPROVE YOUR CALENDAR

26. Why Analytics Matter
Your first content calendar is a starting hypothesis, not a permanent strategy.
Once your videos begin receiving views and interactions, you need to understand what the audience is responding to.
Bilibili provides creator tools and data insights to help creators examine traffic indicators, video performance, and audience preferences. Its 2024 ESG report also describes improvements to video diagnostics and fan-preference insights.

Bilibili

Use the available analytics in your Creator Center to evaluate your content.
27. Track These Important Performance Metrics
Metric
What it tells you
Views
How many times the video was viewed
Impressions
How often the video was displayed, where available
Click-through rate
How effectively the cover and title attract clicks
Average viewing duration
How long viewers watch on average
Audience retention
Where viewers continue or stop watching
Likes
Positive audience reactions
Coins
Viewer support and appreciation
Favorites
Content viewers want to save
Comments
Questions, feedback, and discussions
Shares
How often viewers share the content
Follower growth
Whether videos attract new followers
Metric availability and definitions can vary by dashboard and reporting period. Use the definitions shown in your own Creator Center.
28. Understand What Your Numbers Mean
High impressions but low clicks
Your video may be reaching people, but the title or cover might not communicate its value clearly.
Possible improvements:
- Make the topic more specific.
- Improve the cover's readability.
- Remove unnecessary words from the title.
- Make the benefit clearer.

Good clicks but weak viewing duration
People may be interested in the title but disappointed by the actual introduction or content.
Possible improvements:
- Start with the main topic.
- Remove unnecessary introductions.
- Improve the pacing.
- Show examples earlier.
- Make sure the video delivers what the title promises.

Strong viewing duration but limited reach
Your existing viewers may appreciate the video, but its discovery or topic appeal may be limited.
Consider improving the topic's relevance, discoverability, and packaging while preserving what viewers already enjoy.
High engagement but low follower growth
Your video might be useful as a standalone resource without giving viewers a clear reason to return.
Try creating connected video series and explaining what viewers can expect from future uploads.
29. Build a Weekly Analytics Report
Choose one day every week to review your recent uploads.
Record:
- Video title.
- Publishing date.
- Views after a consistent reporting period.
- Viewing duration.
- Engagement.
- New followers attributed where available.
- Main audience feedback.
- Lessons for future content.

Avoid comparing a video published yesterday with another published several weeks ago.
Use comparable reporting windows, such as the first seven days after publication.
30. Find Your Best-Performing Content Pillars
After publishing enough videos, group your uploads by content category.
For example:
Content pillar
Average views
Engagement
Decision
Tutorials
4,500
High
Create more
Reviews
2,800
Medium
Improve topics
Commentary
1,900
Low
Experiment
Case studies
5,200
High
Develop a series
Illustrative data only. Replace these figures with your actual results.
Do not judge an entire category based on one upload. Look for repeated performance patterns.
If tutorials consistently attract interested viewers, allocate more of your next month's schedule to useful tutorials.
If a particular format attracts clicks but has poor retention, improve its delivery before publishing more videos in the same style.
31. Use Analytics to Update the Next 30 Days
At the end of each month, ask:
1. Which topics attracted the most relevant viewers?
2. Which videos generated useful comments?
3. Where did viewers stop watching?
4. Which covers and titles attracted attention?
5. Which topics should become a series?
6. Which content ideas should be removed or improved?

Make small, deliberate changes instead of completely rebuilding your strategy every week.

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PAGE 8: PRODUCTIVITY, ORGANIZATION, AND COMMON MISTAKES

32. Batch Your Content Production
Batch production means completing similar tasks for multiple videos during one working session.
Instead of researching, scripting, recording, and editing one video completely before starting another, group similar activities together.
For example:
Research day: Find and organize five to six video ideas.
Scriptwriting day: Prepare outlines and scripts for the next two or three uploads.
Recording day: Record multiple videos while your equipment and setup are ready.
Editing day: Edit the recorded videos and prepare their covers.
Publishing day: Upload content, complete descriptions, check tags, and schedule publication where supported.
Batch production saves time because you spend less effort switching between different tasks.
It also makes it easier to maintain a consistent visual and presentation style.
33. Use a Simple Content Management System
You do not need expensive software to manage a 90-day calendar.
You can organize your workflow using Google Sheets, Notion, Excel, or another planning application.
Create separate sections for:

- Content ideas.
- Scheduled videos.
- Scripts and research.
- Videos being recorded.
- Videos being edited.
- Ready-to-publish videos.
- Published videos.
- Performance reports.

Use simple status labels to understand the progress of every video.
Example video production tracker
Interactive production checklist
3/9 completed

Research video topic
Finalize video title
Write video script
Record video
Edit video
Create cover image
Prepare description and tags
Final quality check
Publish video
Reset checklist
A simple tracking system prevents important production steps from being forgotten.
34. Common Content Calendar Mistakes to Avoid
Even a well-organized schedule can fail when creators make avoidable mistakes.
Mistake 1: Planning too many videos
Some creators schedule daily uploads without considering their actual production capacity.
This can lead to rushed scripts, poor editing, and inconsistent quality.
Solution: Start with a realistic publishing frequency and increase it only when your workflow can support it.
Mistake 2: Publishing unrelated topics
A channel that frequently changes subjects may struggle to develop a recognizable identity.
Solution: Keep most of your videos connected to your main niche and use a limited number of content pillars.
Mistake 3: Ignoring audience feedback
Creators sometimes continue publishing topics that viewers do not find useful.
Solution: Review comments and performance data before finalizing your next month's calendar.
Mistake 4: Copying competitors
Reproducing another creator's ideas and presentation does not establish your own identity.
Solution: Study successful content, identify unanswered questions, and add your own knowledge, examples, and perspective.
Mistake 5: Focusing only on views
A video with many views is not necessarily the most valuable upload for your channel.
Solution: Evaluate retention, engagement, follower growth, and audience relevance alongside views.
Mistake 6: Ignoring video quality
Publishing on schedule should not become an excuse for weak storytelling or poor editing.
Solution: Give every video a clear purpose and complete a quality check before uploading.
Mistake 7: Never updating the calendar
An inflexible calendar can cause you to miss useful opportunities.
Solution: Review your schedule weekly and allow space for timely topics and audience requests.
Mistake 8: Using misleading titles and covers
Overpromising might attract initial attention, but it can disappoint viewers and damage trust.
Solution: Make your title, cover, and actual video content consistent.
35. Build a Sustainable Long-Term System
Your goal should not be to survive one 90-day publishing challenge.
You should build a repeatable system that makes future content production easier.
Keep a record of successful topics, useful viewer questions, strong video formats, and production improvements.
At the end of each quarter, carry the most valuable lessons into your next calendar.
This allows your channel strategy to improve gradually instead of starting from zero every three months.

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PAGE 9: MEASURING SUCCESS AND YOUR NEXT 90-DAY STRATEGY

36. Evaluate Your First 90 Days
At the end of the quarter, review your progress against the goals you established at the beginning.
Do not evaluate your channel only by its total views or follower count.
Look at the quality of your publishing process and the audience response.
Use the following evaluation categories:
Area
Questions to ask
Consistency
Did you follow your publishing schedule?
Content quality
Did your videos provide real value?
Audience growth
Did you attract relevant new followers?
Engagement
Did viewers interact with your videos?
Retention
Did viewers watch a meaningful portion?
Content strategy
Which topics performed best?
Production
Did your workflow become more efficient?
You should also compare the first 30 days with the final 30 days.
This can reveal whether your improvements are producing better results.
For example, perhaps your views have increased, but your average viewing duration has remained unchanged. This may suggest that your topics are becoming more attractive while the video structure still needs improvement.
Or perhaps views are relatively stable, but comments and favorites have increased. That may indicate that your content is becoming more valuable to a smaller, more relevant audience.
Both observations can help you make better decisions.
37. Set Your Next Quarter's Goals
Use the results of your first 90 days to establish your next publishing strategy.
Your next calendar should include:

- More videos around topics that consistently attract relevant viewers.
- New versions of successful tutorials.
- Follow-up videos answering unanswered questions.
- Improved introductions and storytelling.
- More practical demonstrations and case studies.
- Content series that encourage viewers to return.
- Experiments with new formats when appropriate.

Do not repeat successful videos without adding anything new.
Instead, explore a different angle, a more advanced lesson, a practical example, or a related question.
For example, if a beginner tutorial performs well, you could publish an advanced tutorial, a common-mistakes video, and a real-world demonstration.
This turns one successful idea into a complete content series.
38. Your 90-Day Bilibili Planning Checklist
Use this final checklist before beginning your content calendar.
Your planning progress
0%

0 of 21 tasks completed
Before Day 1
Define your channel niche and audience
Select three to five content pillars
Research competitors and audience questions
Collect at least 40 content ideas
Set realistic 90-day goals
Choose a weekly upload schedule

During Days 1–30
Publish consistently
Test different topics and formats
Track initial video performance
Collect audience questions
Identify production challenges

During Days 31–60
Review the first month's analytics
Improve titles and video covers
Develop successful topics into series
Test new content formats
Update the next month's calendar

During Days 61–90
Prioritize proven content pillars
Create deeper and more useful videos
Improve audience engagement
Evaluate overall channel progress
Prepare the next 90-day strategy
Reset all tasks

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39. FINAL THOUGHTS: CONSISTENCY IS ONLY THE BEGINNING

Creating a 90-day Bilibili content calendar is not simply about deciding which videos to upload and when to publish them.
It is about building a complete content creation system.
Research helps you understand what your audience wants. Content pillars give your channel direction. A realistic publishing schedule keeps you consistent. Strong video structures help deliver value. Analytics show you what needs improvement.
Most importantly, your calendar should remain flexible.
A topic that performs well may deserve a follow-up video. A question appearing repeatedly in comments may become your next tutorial. A format that does not work may need a different approach.
Treat every upload as an opportunity to learn something about your audience.
You do not need to create perfect content from the beginning. You need a clear direction, a manageable schedule, and the willingness to improve.
Start with your first 90 days, measure your progress, and use what you learn to create an even stronger strategy for the next quarter.
Plan smarter. Publish consistently. Learn from your audience. Build a Bilibili channel that grows with every upload.

Additional Resources for Bilibili Creators
For more accurate platform guidance, use official Bilibili resources alongside your content planning:

1. Bilibili Creator Center – Creation Rules — Understand content standards, copyright, and creator responsibilities.
2. Bilibili Traffic Rewards User Guide — Learn about the platform's traffic-reward feature and its conditions.
3. Bilibili 2024 ESG Report — Read about creator tools, video analytics, and creator education.
4. Bilibili Creator Incentive Program Guide (2026) — Review the published creator incentive information and eligibility details.

Note: Platform features, creator eligibility, and monetization policies can change. Always check the latest rules in your own Creator Center.

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