[Your logo here] [Year] Content Calendar

| **Focus** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Theme** | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] | [Monthly Theme] |
| **Products** | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight | Product  Highlight |
| **Promos** | Special  Promo 1 | Special  Promo 1 | Special  Promo 1 | Special  Promo 2 | Special  Promo 2 | Special  Promo 2 | Special  Promo 3 | Special  Promo 3 | Special  Promo 3 | Special  Promo 4 | Special  Promo 4 | Special  Promo 4 |
| **Partners** | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo | Partner name or promo |

# Sales/Mktg Goal - [*State Annual Goal Here*]

**Content Website Social SEO**

1. Ex: Grow opt-in list by 500 1. Increase goal completions 1. 20 posts /month 1. 5 backlinks per week
2. Goal X 2. Goal X 2. Goal X 2. Goal X
3. Goal Y 3. Goal Y 3. Goal Y 3. Goal Y

[Month] Plan

| **Platform** | **Week 1** | **Week 2** | **Week 3** | **Week 4** |
| --- | --- | --- | --- | --- |
| **Facebook** | [name, theme, and type of post] | [name, theme, and type of post] | [name, theme, and type of post] | [name, theme, and type of post] |
| **Instagram** | [Daily, weekly image/theme] | [Daily, weekly image/theme] | [Daily, weekly image/theme] | [Daily, weekly image/theme] |
| **Pinterest** | [image theme] | [image theme] | [image theme] | [image theme] |
| **YouTube** | [Video topic] | [Video topic] | [Video topic] | [Video topic] |
| **Email Marketing** | [Subject and CTA of email | [Subject and CTA of email] | [Subject and CTA of email | [Subject and CTA of email |
| **Blog** | [Blog title] | [Blog title] | [Blog title] | [Blog title] |
| **Google My Business** | [Post, update, or new product announcement] | [Post, update, or new product announcement] | [Post, update, or new product announcement] | [Post, update, or new product announcement] |
|  |  |  |  |  |

**SEO Keywords:**

**Primary:** [list all of your SEO keywords to help stay focused and inform others that may be creating content for you.

**Social #:** [list your primary hashtags to encourage repeated use. It’s post may also have its own unique set of hashtags.

**Video tags:** Video often has a unique tags. We encourage similar tags as your primary keywords. Each video will also have its own individual needs. Keep your tags consistent with your overall theme on an annual and monthly basis.