

ENTREENGAGE!

MARKETING PLANNER

BUSINESS NAME:

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WORKSHEETS
& RESOURCES



MARKETING PLANNER



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ENTREENGAGE.COM

Welcome!

Welcome to the Marketing Planner!
Here is how it works:

STEP 1: ANALYZE YOUR MARKETING

Before you plan, you have to analyze, so you need to take a look at your target customers, your competitors and your marketing efforts to date. If you are a brand new business, obviously do not worry about the latter. But it is very important to know what is working (so you can keep doing it), and what isn't working (so you can fix it or drop it altogether).

STEP 2: SET GOALS

Set specific, tangible goals for what you want your marketing plan to accomplish. For example, in one column I will ask what your "Goals" are. You might write in "Increase Sales". Then, there is an arrow beside asking you to "Quantify". Here you indicate how the goal will be measurable, such as "By 200%".

On the goals sheets I always say "Time Period" because you might want to set goals for 3 Months, 6 Months, the entire year, and so forth, so this gives you the flexibility to do this. You can also print as many of these sheets for all of the time periods you require.

STEP 3: STRATEGIZE & BRAINSTORM

This step involves brainstorming tactics and ideas to achieve your marketing goals and objectives. I give some suggestions, but you have to pick the ones that are right for your business and budget.

STEP 4: CREATE A TACTICAL PLAN

Now you have to outline the specific tactics you have decided upon in a planner format. The tactics include Advertising, Publicity, Content Marketing, Social Media, SEO, Email, Sales Promotion and Co-Marketing. I have done this monthly because tactics can change from month to month, depending on your sales fluctuations.

STEP 5: TRACK YOUR RESULTS

Finally, you have to track your marketing to see what is working and what is not. Again, I do this on a monthly basis as it is so important to check your results frequently so you can make any needed changes and not waste any valuable marketing dollars.

The pages are not numbered in case you need to print a page more than once (such as the competitor page) or there is a page here that does not apply to your business.

Remember to follow us at <https://entreengage.org> for weekly advice for your small business.

Wishing you great success!

Barry

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MARKETING GOALS

TIME PERIOD:

TYPICAL MARKETING GOALS		
<input type="radio"/> Increase Traffic	<input type="radio"/> Increase Brand Awareness	<input type="radio"/> Rebrand
<input type="radio"/> Convert More Traffic Into Sales	<input type="radio"/> Lower Marketing Costs	<input type="radio"/> Get More Repeat Business
<input type="radio"/> Increase Sales	<input type="radio"/> Lead Generation	<input type="radio"/> Get More Referral Business
<input type="radio"/> Create Brand Awareness	<input type="radio"/> Launch New Products(s) or Service(s)	<input type="radio"/> Grow Followers / Subscribers

MY MARKETING GOALS	QUANTIFY
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡

PROJECTED ANNUAL REVENUE	\$
MY MARKETING BUDGET % (8-15 OF REVENUE)	%
TOTAL ANNUAL MARKETING BUDGET	\$

MY MARKETING MIX		
MARKETING TACTIC	% OF OVERALL BUDGET	ACTUAL \$
TOTAL		\$



SALES GOALS

TIME PERIOD:				
PROJECTED VS ACTUAL SALES				
MONTH	DESIRED SALES	ACTUAL SALES	PROJECTED MARKETING COSTS	ACTUAL MARKETING COSTS
12-MONTH TOTALS	\$	\$	\$	\$

HISTORICAL SALES				
MONTH / YEAR	SALES	GROWTH OVER PREVIOUS YEAR	MARKETING COSTS	MARKETING COSTS AS % OF SALES
12-MONTH TOTALS	\$	\$	\$	\$



MARKETING AUDIT

CURRENT MARKETING TACTICS THAT ARE GROWING

TACTIC	HOW TO FURTHER THIS SUCCESS
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>

CURRENT MARKETING TACTICS THAT ARE NOT WORKING

TACTIC	HOW TO IMPROVE
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>

NEW TACTICS TO TRY	NEW MARKETING THREATS
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>



MARKETING AUDIT

MARKETING SIZE & MARKET VALUE	
# of Overall Potential Competitors	
# of Competitors	
Potential Market Share -1 / (# of Competitors + 1)	%
My Market Size = # Overall Potential Customers x Potential Market Share	
My Average Sales Amount	\$
My Market Value = Market Size x Average Sale Amount	\$

MARKETING GROWTH RATE		
	\$ OR #	% + / -
Market Size Last Year		
Market Size This Year		
Projected Market Size Next Year		

MARKET TRENDS	
FINANCIAL TRENDS	RISK FACTORS
○	○
○	○
○	○
SOCIAL TRENDS	CUSTOMER HABITS
○	○
○	○
○	○

GENERATIONAL CUSTOMER SIZE		
GENERATION	AGE	US POPULATION
Silent Generation	Born 1928-1945	24 Million
Baby Boomers	Born 1946-1964	72 Million
Generation X	Born 1965-1981	65 Million
Millennials	Born 1982-1996	72 Million
Gen Z	Born 1997-2010	90 Million
Generation Alpha	Born 2011-Present	N/A



CUSTOMER ANALYSIS

AGE RANGE:	
GENERATION	%
Silent (1928-1945)	
Baby Boomers(1946-1964)	
Gen X (1965-1981)	
Millenials (1982-1996)	
Gen Z (1997-2010)	
Gen Alpha (2011+)	

EDUCATIONAL LEVEL:	
High School	
College Graduate	
Post Graduate	

PROFESSIONS	
	%
High Scool	
College Graduate	
Post Graduate	

AVERAGE INCOME	
	%
Under \$20,000	
\$20,000 - \$40,000	
\$40,000 - \$60,000	
\$60,000 - \$80,000	
\$80,000 - \$100,000	
\$100,000 - \$150,000	
\$150,000 - \$200,000	
\$200,000 +	

GENDER	
	%
Male	
Female	

TYPE	
	%
End User / Consumer	
Other Businesses	

FREQUENCY	
	%
Year Round	
Seasonal	
Monthly	

REPEAT / ONE ITEM	
	%
Repeat	
One Time	

GEOGRAPHIC LOCATION	
	%

SOCIAL MEDIA SITES THEY ARE ON	
	%
Facebook	
Pinterest	
Twitter	
Instagram	
Snapchat	
YouTube	
TikTok	



CUSTOMER ANALYSIS

MY TARGET CUSTOMER	
BLOGS THEY READ	PRINT PUBLICATIONS THEY READ
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
BRANDS THEY LIKE	BUSINESSESS THEY LIKE
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
PURCHASING HABITS	BUYING POWER
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
HOW THE CUSTOMERS HAS CHANGED	OTHER
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>



COMPETITOR ANALYSIS

COMPETITOR'S NAME:	
THEIR TOP SELLERS	THEIR TACTICS THAT ARE WORKING
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
WHAT THEIR CUSTOMERS ARE SAYING	SECRETS OF THEIR SUCCESS
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
WHAT THEY ADVERTISE	SOCIAL MEDIA THAT THEY ARE ON
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
UNIQUE FEATURES	WEAKNESSES
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>



CUSTOMER ANALYSIS

MONTH:

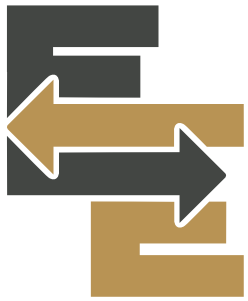
YEAR:

	THIS MONTH	LAST MONTH	+ / -	SAME MONTH LAST YEAR	+ / -
VIEWS					
VISITS					
ORDERS					
REVENUES					
EXPENSES					
PROFIT					
NEW CUSTOMERS					
NEW EMAIL SUBSCRIBERS					
ADVERTISING DOLLARS					
ADVERTISING RESULTS					
NEW SOCIAL MEDIA FOLLOWERS					
OVERALL CONVERSION RATE					

	PRODUCT	LIKELY REASON(S) WHY
TOP SELLER		
TOP TRAFFIC		
WORST SELLER		
WORST TRAFFIC		

MARKETING TO FIX	
PROFIT	
<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>





ENTREENGAGE!

ADVERTISING

BUSINESS NAME:

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ADVERTISING STRATEGY

TIME PERIOD:

TYPICAL ADVERTISING OBJECTIVES		
<input type="radio"/> Make Sales	<input type="radio"/> Engage Potential Customers	<input type="radio"/> Increase Brand Awareness
<input type="radio"/> Generate Demand	<input type="radio"/> Engage Current Customers	<input type="radio"/> Drive Traffic
<input type="radio"/> Lead Generation	<input type="radio"/> Inform / Communicate Benefits	<input type="radio"/> Promote an Event

MY ADVERTISING GOALS	QUANTIFY
<input type="radio"/>	→
<input type="radio"/>	→
<input type="radio"/>	→
<input type="radio"/>	→

TOTAL MONTHLY AD BUDGET: \$		
THE PLACES I PLAN TO ADVERTISE	% OF MONTHLY AD BUDGET	ACTUAL \$
TOTAL		\$



ONLINE AD PLANNER

AD TYPE		
<input type="radio"/> Google Ads	<input type="radio"/> Google Shopping Ads	<input type="radio"/> Bing/Microsoft Ads
<input type="radio"/> Facebook Ads	<input type="radio"/> Instagrams Ads	<input type="radio"/> Pinterest Ads
<input type="radio"/> Twitter Ads	<input type="radio"/> Blog Ads	<input type="radio"/> Other _____

NAME OF AD CAMPAIGN:	
OBJECTIVE:	
WHO IS THE AD IS TARGETING (DEMOGRAPHICS):	
AD WILL RUN FROM:	TO:
WHAT ARE THE AD'S KEYPOINT	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
DAILY AD BUDGET:	
TARGET KEYWORDS:	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
TITLE 1:	
TITLE 2:	
TITLE 3:	
AD TEXT 1:	
AD TEXT 1:	

AD PLACEMENT CHECKLIST		
<input type="checkbox"/> SELECT KEYWORDS	<input type="checkbox"/> SELECT AUDIENCE	<input type="checkbox"/> DETERMINE DESTINATION URL
<input type="checkbox"/> FREMOVE NEGATIVE KEYWORDS	<input type="checkbox"/> SET BID RATES	<input type="checkbox"/> ADD SITELINKS EXTENSION
<input type="checkbox"/> REMOVE DUPLICATE KEYWORDS	<input type="checkbox"/> SET DAILY BUDGET	<input type="checkbox"/> AD CALLOUT EXTENSION
<input type="checkbox"/> AD CREATIVE		



MEDIA AD PLANNER

AD TYPE		
<input type="radio"/> TV	<input type="radio"/> Radio	<input type="radio"/> Transit
<input type="radio"/> Billboard	<input type="radio"/> Magazine	<input type="radio"/> Newspaper
<input type="radio"/> Local Publications	<input type="radio"/> Free Community Periodicals	<input type="radio"/> Direct Mail

NAME OF AD CAMPAIGN:	
OBJECTIVE:	
WHO IS THE AD IS TARGETING (DEMOGRAPHICS):	
AD WILL RUN FROM:	TO:
WHAT ARE THE AD'S KEYPOINTS / OFFER	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
CALL TO ACTION:	
MONTHLY AD BUDGET:	
WHO IS DOING THE CREATIVE:	
LOCAL / PLACEMENT OF THE AD:	
AD HEADLINE:	
AD SIZE:	
BACK & WHITE OR COLOR:	

AD CHECKLIST		
<input type="checkbox"/> DESIGN AD CREATIVE	<input type="checkbox"/> WRITE HEADLINE	<input type="checkbox"/> WITE COPY
<input type="checkbox"/> ADD CONTACT INFO	<input type="checkbox"/> SHOW PRODUCT	<input type="checkbox"/> ADD LOGO
<input type="checkbox"/> OTHER IMAGES	<input type="checkbox"/> ADD DISCOUNT/OFFER	<input type="checkbox"/> COHESIVE WITH BRANDING

SAMPLE AD CREATIVE

TYPE OF AD:

SIZE:

HEADLINE:

COPY:

IMAGES TO INCLUDE		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

AD SKETCH / MOCKUP



OTHER ADVERTISING

✓	PROMOTIONAL ITEMS	SUPPLIER	COST / UNIT	# NEEDED	TOTAL COST
		Pens / Mugs / TShirts/Keychains/USBs			
		Calendars			
		Shopping Bags			
		Gift Certificates			
		Other			
	MARKETING MATERIALS				
		Flyers / Door Hangers			
		Brochures / Fact Sheets			
		Postcards			
		Menus			
		Sales Sheets / Price Lists			
		Ebooks / Guides			
		Point of Sale Displays			
		Catalog			
		Newsletter			
		Videos			
		Photographs			
		Packaging			
		Other			
	BUSINESS STATIONARY				
		Business Cards			
		Letterhead			
		Envelopes			
		Address Labels / Stampshh			
		Other			
	SIGNAGE				
		Banners			
		Lawn Signs			
		Sandwich Boards			
		Window Decal			
		Car Wrap / Car Decal			
		Phone / Laptop Decal			
		Other			
		TOTAL COST	\$		



ADVERTISING PLAN

MONTH:		YEAR:	
ADVERTISER	AD NAME / AD CREATIVE	BUDGET	
		TOTAL MMONTHLY COST	\$

ONLINE BUSINESS LISTINGS (NEW OR TO UPDATE)		
<input type="radio"/> Yelp	<input type="radio"/> Yahoo Small Business	<input type="radio"/> Merchant's Circle
<input type="radio"/> Google My Business	<input type="radio"/> Discover Our Town	<input type="radio"/> Yellow Pages
<input type="radio"/> Bing Places for Business	<input type="radio"/> Elocal	<input type="radio"/> Better Business Bureau
<input type="radio"/> Angi's List	<input type="radio"/> Other _____	<input type="radio"/> Other _____
<input type="radio"/> Other _____	<input type="radio"/> Other _____	<input type="radio"/> Other _____

OTHER PLACES TO POST ADS		
<input type="radio"/> Post Office Bulletin Boards	<input type="radio"/> Grocery Store Community Boards	<input type="radio"/> Coffee House Bulletin Boards
<input type="radio"/> Car Windshields	<input type="radio"/> Colleges / School Bulletin Boards	<input type="radio"/> Other
<input type="radio"/> Other	<input type="radio"/> Other	<input type="radio"/> Other



ADVERTISING SUCCESS TRACKER

MONTH:		YEAR::				
ADVERTISER	AD COST	AD REVENUE	ROI %	# IMPR.	# CLICKS	CONV RATE
TOTALS	\$	\$				

*AD COSTS / AD REVENUES = ROI CONVERSION RATE = ORDERS / VISITS

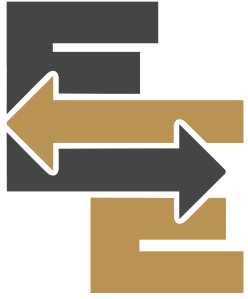
POOR PERFORMING ADS

ADS WITH ROI* > 25%	CHANGES TO BE MADE
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>

ADS WITH CLICKS <1% OF IMPRESSIONS	CHANGES TO BE MADE
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>

ADS WITH CONVERSIONS <1% OF CLICKS	CHANGES TO BE MADE
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>
<div><div></div></div>	<div><div>→</div></div>





ENTREENGAGE!

PUBLICITY

BUSINESS NAME:

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ADVERTISING SUCCESS TRACKER

TIME PERIOD:

MONTH:

TYPICAL PUBLICITY OBJECTIVES

☐ Increase Sales

☐ Engage Potential Customers

☐ Increase Brand Awareness

☐ Generate Demand

☐ Engage Current Customers

☐ Drive Traffic

☐ Lead Generation

☐ Inform / Communicate Benefits

☐ Promote an Event

MY PUBLICITY GOALS

QUANTIFY

☐

➔

☐

➔

☐

➔

☐

➔

TYPES OF MEDIA	PUBLICATIONS I WANT TO GET IN
NATIONAL MAGAZINES	<div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div>
BLOGS	<div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div>
NEWSPAPERS	<div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div>
LOCAL MAGAZINES	<div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div>
OTHER	<div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div> <div><div><input type="radio"/></div><div>.....</div><div><input type="radio"/></div><div>.....</div></div>



PUBLICITY PLANNER

AD TYPE		
<input type="radio"/> Product Focused	<input type="radio"/> Influencer	<input type="radio"/> Trend Focused
<input type="radio"/> Business Announcement	<input type="radio"/> Editorial Calendar Focused	<input type="radio"/> Other

WHAT IS THE PITCH/ STORY IDEA
TARGET MEDIA:
MEDIA'S READERSHIP:
OBJECTIVE:
SEND OUT BY:
CONTACT NAME:
EMAIL OR ADDRESS:
EMAIL SUBJECT LINE:
KEY PITCH POINTS:
<div><input type="radio"/></div> <div><input type="radio"/></div> <div><input type="radio"/></div> <div><input type="radio"/></div> <div><input type="radio"/></div> <div><input type="radio"/></div>
MESSAGE:



PUBLICITY PLANNER

JANUARY STORY IDEAS	FEBRUARY STORY IDEAS
<ul style="list-style-type: none"> ○ New Years Resolutions ○ Winter Travel, Decor, Fashion & Beauty ○ Weight Loss & Fitness ○ Planning & Organization ○ National Shop for Travel Day (Jan 8) ○ National Clean off Your Desk Day (Jan 14) ○ National Hat Day (Jan 15) ○ National Women's March (Jan 18) ○ Chinese / Lunar New Year (can also be in February) ○ National Inspire Your Heart with Art Day (Jan 31) ○ MLK Day ○ Winter Activities & Sports <p> ➤ SUBMIT PITCHES TO PRINT by end of September ➤ SUBMIT PITCHES TO BLOGS by mid to end of November </p>	<ul style="list-style-type: none"> ○ Superbowl Parties, Decor, Fashion, Food ○ National Wedding Ring Day (Feb 3) ○ Oscar Party Entertaining ○ Valentine's Day Gift Guides (Feb 14) ○ Valentines Entertaining, Decor, Fashion, Beauty & Crafts ○ Single Awareness Day (Feb 15) ○ Presidents Day ○ National Drink Wine Day (Feb 18) ○ National Love Your Pet Day (Feb 20) ○ Mardi Gas ○ Spring Break Travel ○ Black History Month <p> ➤ SUBMIT PITCHES TO PRINT by end of October ➤ SUBMIT PITCHES TO BLOGS by mid to end of December </p>
MARCH STORY IDEAS	APRIL STORY IDEAS
<ul style="list-style-type: none"> ○ International Women's Day (March 8) ○ National Jewel Day (March 13) ○ March Madness ○ Spring Fashion, Decor, Beauty, Crafts, Entertaining ○ Spring Weddings ○ Spring Trends ○ National Puppy Day (March 22) ○ UK Mother's Day ○ Mom & Pop Business Day (March 29) ○ National Prom Day (March 31) <p> ➤ SUBMIT PITCHES TO PRINT by end of November ➤ SUBMIT PITCHES TO BLOGS by mid to end of January </p>	<ul style="list-style-type: none"> ○ National Handmade Day (April 7) ○ Unicorn Day (April 9) ○ National Siblings Day (April 10) ○ Coachella ○ National Pet Day (April 11) ○ Easter Gifts, Decor, Crafts, Fashion & Entertain, Decor, Fashion ○ Boston Marathon-hh ○ Earth Day (April 22) ○ National Secretary Day (April 24) ○ National Garden Month <p> ➤ SUBMIT PITCHES TO PRINT by end of December ➤ SUBMIT PITCHES TO BLOGS by mid to end of February </p>
MAY STORY IDEAS	JUNE STORY IDEAS
<ul style="list-style-type: none"> ○ Star Wars Day (May 4) ○ Cinco de Mayo Parties & Celebrations (May 5) ○ International Nurses Day (May 12) ○ Mother's Day Gift Guides ○ Memorial Day Entertaining & Decorations ○ National Creativity Day (May 30) ○ Teacher's Gifts ○ Graduation Gift Guides, Decorations, Fashions, Parties ○ Gardening ○ Prom Fashion, Beauty & Decor <p> ➤ SUBMIT PITCHES TO PRINT by end of January ➤ SUBMIT PITCHES TO BLOGS by mid to end of March </p>	<ul style="list-style-type: none"> ○ National Nail Polish Day (June 1) ○ Best Friends Day (June 8) ○ National Nature Photography Day (June 15) ○ Father's Day Gift Guides ○ National Watch Day (June 19) ○ Summer Decor, Fashion, Beauty, Entertaining & Travel ○ Juneteeth (June 19) ○ National Wedding Day (June 21) ○ National Sunglasses Day (June 27) ○ National Social Media Day (June 30) <p> ➤ SUBMIT PITCHES TO PRINT by end of February ➤ SUBMIT PITCHES TO BLOGS by mid to end of April </p>



PUBLICITY PLANNER

JULY STORY IDEAS	AUGUST STORY IDEAS
<ul style="list-style-type: none"> ○ Canada Day Parties, Fashion & Entertaining (July 1) ○ Made in the USA Day (July 2) ○ Independence Day Fashion & Entertaining (July 4) ○ National Bikini Day (July 5) ○ National I Love Horses Day (July 15) ○ Products for National Lipstick Day (July 29) ○ National Friendship Day (July 30) ○ Summer Vacation Travel ○ Outdoor Living & Summer Entertaining ○ National Ice Cream Month <p> ● SUBMIT PITCHES TO PRINT by end of March ● SUBMIT PITCHES TO BLOGS by mid to end of May </p>	<ul style="list-style-type: none"> ○ National Girlfriends Day (Aug 1) ○ National Sisters Day (Aug 4) ○ National Underwear Day (Aug 5) ○ National Book Lovers Day (Aug 9) ○ National Leathercraft Day (Aug 15) ○ National Dog Day (Aug 26) ○ National Bow Tie Day (Aug 28) ○ Back to School Fashion, Supplies, Parties ○ Back to College Fashion, Supplies, Dorm Decor ○ Labor Day Weekend Trips <p> ● SUBMIT PITCHES TO PRINT by end of April ● SUBMIT PITCHES TO BLOGS by mid to end of June </p>
SEPTEMBER STORY IDEAS	OCTOBER STORY IDEAS
<ul style="list-style-type: none"> ○ Fall Decor, Weddings, Fashion, Beauty, & Entertaining ○ Fall Trends ○ College Dorm Decor and Supplies ○ Grandparents Day (Sept 8) ○ National Live Creative Day (Sept 14) ○ National Legwear Day (Sept 22) ○ National Scarf Day (Sept 27) ○ National Coffee Day (Sept 29) ○ Sorority Gifts ○ Football ○ Pumpkin Spice ○ American Business Women Day (Sept 22) <p> ● SUBMIT PITCHES TO PRINT by end of May ● SUBMIT PITCHES TO BLOGS by mid to end of July </p>	<ul style="list-style-type: none"> ○ National Boyfriend Day (Oct 3) ○ National Plus Size Appreciation Day (Oct 6) ○ National Handbag Day (Oct 10) ○ Canadian Thanksgiving ○ National Boss Day (Oct 16) ○ National Color Day (Oct 22) ○ National Cat Day (Oct 29) ○ Halloween Decor, Entertaining, Costumes, Crafts & Fashion ○ Tailgating ○ Breast Cancer Awareness Month ○ National Positive Attitude Month <p> ● SUBMIT PITCHES TO PRINT by end of June ● SUBMIT PITCHES TO BLOGS by mid to end of August </p>
NOVEMBER STORY IDEAS	DECEMBER STORY IDEAS
<ul style="list-style-type: none"> ○ Singles Day (Nov 11) ○ Veterans Day (Nov 11) ○ Thanksgiving Entertaining, Decor, Crafts, Gifts & Fashion ○ Friendsgiving Entertaining ○ Black Friday Sales ○ Small Business Saturday ○ Cyber Monday ○ Christmas Gift Guides ○ Christmas Break Vacations & Travel ○ Engagement Rings <p> ● SUBMIT PITCHES TO PRINT by end of July ● SUBMIT PITCHES TO BLOGS by mid to end of September </p>	<ul style="list-style-type: none"> ○ National Day of Giving ○ National Sock Day (Dec 4) ○ Hanukkah Decor, Gifts & Entertaining ○ Christmas Entertaining, Decor, Crafts, Fashion, Beauty ○ Christmas and Winter Weddings ○ Last Minute Christmas Gifts ○ Toys ○ Kwanzaa Decor, Gifts & Entertaining ○ New Years Entertaining, Decor, Fashion & Beauty ○ Year in Review <p> ● SUBMIT PITCHES TO PRINT by end of August ● SUBMIT PITCHES TO BLOGS by mid to end of October </p>



EDITORIAL CALENDAR

MONTH	EDITORIAL OPPORTUNITIES THIS MONTH	DEADLINE TO SUBMIT
JANUARY	<input type="radio"/>	
	<input type="radio"/>	
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FEBRUARY	<input type="radio"/>	
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MARCH	<input type="radio"/>	
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APRIL	<input type="radio"/>	
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MAY	<input type="radio"/>	
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JUNE	<input type="radio"/>	
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JULY	<input type="radio"/>	
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AUGUST	<input type="radio"/>	
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OCTOBER	<input type="radio"/>	
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NOVEMBER	<input type="radio"/>	
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DECEMBER	<input type="radio"/>	
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PUBLICITY PLAN

MONTH:		YEAR:	
DAY	MEDIA	STORY IDEA	DATE SENT
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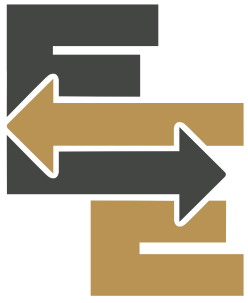


PUBLICITY SUCCESS TRACKER

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MEDIA CONTACT LIST

[illegible]



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CONTENT MARKETING

BUSINESS NAME:

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& RESOURCES



CONTENT MARKETING STRATEGY

TIME PERIOD:

TYPICAL CONTENT MARKETING OBJECTIVES		
<input type="radio"/> Attract New Customers	<input type="radio"/> Educate Target Market	<input type="radio"/> Promote Product / Event
<input type="radio"/> Establish Trust & Credibility	<input type="radio"/> Engage Current Customers	<input type="radio"/> Drive Traffic To Business

MY BLOGGING GOALS	QUANTIFY
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡

HOW OFTEN TO POST:	# MONTHLY BLOG POSTS NEEDED
# FOLLOWERS:	# EMAIL SUBSCRIBERS:
BLOG SHARING SITES TO JOIN:	
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BLOGS TO GUEST POST FOR:	
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PEOPLE TO GUEST POST ON COMPANY BLOG:	
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BLOG POST PLANNER

TYPE OF BLOG POST			
<input type="radio"/> How To	<input type="radio"/> Influencer	<input type="radio"/> Trend Focused	<input type="radio"/> Review / Interview
<input type="radio"/> List	<input type="radio"/> Blog Roundup	<input type="radio"/> Cornerstone	<input type="radio"/> Expert Advice
<input type="radio"/> Latest Industry News	<input type="radio"/> Current Events	<input type="radio"/> Checklist	<input type="radio"/> Resource / Interview

TOPIC:	
PROPOSED TITLE:	
OBJECTIVE:	
WHO IT WILL TARGET:	
TARGET POST DATE:	TARGET WORD COUNT:
KEYPOINTS:	
<input type="radio"/>	<input type="radio"/>
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RELATED SEARCH PHRASES:	
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CALL TO ACTION:	
TAGS:	
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FOCUS KEYWORD PHRASE:	

BLOG CHECKLIST			
<input type="checkbox"/> WRITE POST	<input type="checkbox"/> CREATE GRAPHIC	<input type="checkbox"/> ADD TO CATEGORIES	<input type="checkbox"/> PROOFREAD
<input type="checkbox"/> AD HEADINGS	<input type="checkbox"/> ADD IMAGE ALT TEXT	<input type="checkbox"/> ADD INTERNAL LINKS	<input type="checkbox"/> LINK URL TO IMAGES
<input type="checkbox"/> META DESCRIPTION	<input type="checkbox"/> KEYWORD DENSITY	<input type="checkbox"/> ADD EXTERNAL LINKS	<input type="checkbox"/> PUBLISH



GUEST POST PLANNER

TYPE OF BLOG POST			
<input type="radio"/> How To	<input type="radio"/> Influencer	<input type="radio"/> Trend Focused	<input type="radio"/> Review / Interview
<input type="radio"/> List	<input type="radio"/> Blog Roundup	<input type="radio"/> Cornerstone	<input type="radio"/> Expert Advice
<input type="radio"/> Latest Industry News	<input type="radio"/> Current Events	<input type="radio"/> Checklist	<input type="radio"/> Resource List

TOPIC:	
PROPOSED TITLE:	
PUBLICATION SUBMITTING TO:	
OBJECTIVE:	
TARGET POST DATE:	TARGET WORD COUNT:
KEYPOINTS:	
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<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
RELATED SEARCH PHRASES:	
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<input type="radio"/>	<input type="radio"/>
HOW TO REFER BACK TO MY BUSINESS:	
PUBLICATION'S REQUIREMENTS:	
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<input type="radio"/>	<input type="radio"/>
FINAL WORD COUNT:	

GUEST BLOG CHECKLIST		
<input type="checkbox"/> REVIEW SUBMISSION REQUIREMENTS	<input type="checkbox"/> PERSONAL PHOTO TO INCLUDE	<input type="checkbox"/> PROOF READ
<input type="checkbox"/> WRITE POST	<input type="checkbox"/> SHORT BIO TO INCLUDE	<input type="checkbox"/> SUBMIT TO PUBLICATION



BLOG POST PLAN

MONTH:		YEAR:		
DATE	BLOG POST TITLE	EMAIL OUT	POST TO SOCIAL MEDIA	RESPOND TO COMMENTS
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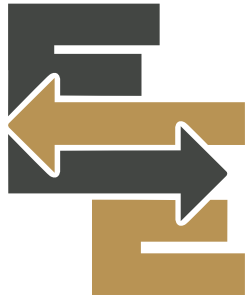


GUEST POST PLAN

[illegible]

CONTENT SUCCESS TRACKER

[illegible]



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SOCIAL MEDIA POST IDEAS

JANUARY IDEAS

- Post your bucket list or list of resolutions for the new year and ask followers theirs.
- Repost a fitness blog's post for a 30-Day Fitness Challenge (giving them credit) for #FitnessGoals.
- Go to www.conversationstartersworld.com find a trivia question and post it for #NationalTriviaDay (Jan 4).
- Post a photo of a person or pet doing anything fun outside (such as sledding or skiing) for #WinterFun.
- Post a quote about "Fresh Starts" for #FreshStart.
- Post a collage of favorite travel products for #NationalShopforTravelDay (Jan 9).
- Post your favorite #KetoRecipes for #WeightLossTips.
- Post a photo of a busy scene in your town (outdoor skating rink, people at dog park) for #SundayAfternoon.
- Post a photo of your pet in winter hat and scarf for #DressUpYourPetDay (Jan 14).
- Post a photo of your favorite celebrity wearing a hat for #NationalHatDay (Jan 15).
- Post a recipe for your favorite hot weather drink for #WinterDrinks.
- Post a photo of a beautiful sunrise or sunset for #WinterSun.
- Post your favorite Macaroni and Cheese recipe for #NationalCheeseDay (Jan 20).
- Post a cute photo of two little kids or two animals hugging for #NationalHuggingDay (Jan 21).
- Post a poll asking followers their favorite type of pie for #NationalPieDay (Jan 23).
- Post something nice about another non-competitive business for #NationalComplimentDay (Jan 24).
- Post a photo of a favorite artwork for #NationalInspireYourHeartwithArtDay (Jan 31).

FEBRUARY IDEAS

- Post a graphic celebrating the first day of February and a reminder just 14 shopping days until Valentine's Day.
- Post an update whether the groundhog saw his shadow or not for #GroundhogDay (Feb 2).
- Post a fun #Superbowl party food recipe for the big game this month.
- Post a collage of products that would make great last minute Valentine's Day Gifts.
- Post a photo of the full moon this month, called the Snow Moon.
- Post a photo collage of your favorite trends from the first day of New York Fashion Week #NYFW.
- Visit your local coffee barista and ask them to decorate a coffee for Valentine's Day and then post #CoffeeTime.
- Post a photo of your favorite romantic couple in history (#CouplesGoals) in honor of Valentine's Day.
- Post your current favorite song for #SaturdayMorningGroove and ask followers theirs.
- Visit your local flower shop and if it is decorated for Valentine's Day, take a photo and post #LoveisintheAir.
- Post a photo of #HappyValentinesDay by spelling out LOVE or XOXOXO with foil balloons or candy hearts.
- Post a collage of products that would make great gifts for a single person for #SinglesAwarenessDay (Feb 15).
- Post a quote from your favorite US president (using a trendy #LetterBoard) for #PresidentsDay (Feb 18).
- Post your favorite winter outfits for #SaturdayStyle #ootd.
- Post a collage of your favorite wine products (glasses, decanters, openers, etc.) for #NationalDrinkWineDay (Feb 18).
- Post a collage of your favorite pet products (clothes, collars, tags, etc.) for #NationalLoveYourPetDay (Feb 20).
- Post a photo of snow melting with the text, "Goodbye February, Hello March" over top (Feb 28).



SOCIAL MEDIA POST IDEAS

MARCH IDEAS

- Post your favorite peanut butter cookie recipe for #NationalPeanutButterLoversDay (March 1).
- Post a favorite Dr Seuss quote or book cover for #NationalReadAcrossAmerica #DrSeussDay (March 2).
- Post your favorite pancake recipe for #NationalPancakeDay (March 3).
- Post your top 5 spring break travel locations #SpringBreak and ask followers theirs.
- Post a photo of a revolutionary woman and what she accomplished for #InternationalWomensDay (March 8).
- Post a photo of a clock as a reminder for Daylight Savings Time this month #ClocksGoForward.
- Post a photo of your favorite type of flowers for #NationalPlantaFlower Day and ask followers theirs (March 12).
- Post a poll asking followers their favorite brand of potato chips for #NationalPotatoChipDay (March 14).
- Post your favorite quote from Julius Caesar for the #IdesofMarch (March 15).
- Post your favorite recipe(s) that use Guinness beer for #StPatricksDay (March 17).
- Post your #MarchMadness bracket predictions or a collage of your favorite basketball theme products.
- Post a photo of birds in trees for #FirstDayofSpring, #SpringFlowers #SpringAwakening (March 20).
- Post a bucket list of "10 Fun Things to Do this Spring" for #SpringBucketList.
- Post a funny puppy meme, video or photo for #NationalPuppyDay (March 23).
- Post a famous quote from a popular baseball player for #OpeningDay.
- Post a photo of the bustling activity going on in a local park for #TakeAWalkInTheParkDay (March 30).
- Post a collage of your favorite fashion and/or beauty products for #NationalPromDay (March 31).

APRIL IDEAS

- Post a collage of photos of your favorite #EasterTable decorating ideas #EasterDecor.
- Post your favorite Easter Nest Cake recipe #EasterRecipes #EasterNestCake #EasterFood.
- Post a photo with "Happy Easter" spelt out using colorful candy Easter eggs to wish #HappyEaster.
- Post a photo of your desk with an "April" graphic on your laptop screen for #WelcomeApril.
- Post a collage of some of your products in an array of rainbow colors for #FindARainbowDay (April 3).
- Post your favorite handmade products for #NationalHandmadeDay (April 7).
- Post your own Mother's Day Gift Guide PLUS a reminder of how many shopping days are left.
- Post of photo of your favorite famous siblings for #NationalSiblingsDay (April 10).
- Post a cute photo of your pet for #NationalPetDay (April 11).
- Post a photo of your shop name spelt out in scrabble tiles for #NationalScrabbleDay (April 13).
- Post your favorite boho fashion items for the start of #Coachella.
- Post your favorite health benefit of garlic for #NationalGarlicDay (April 19).
- Post a collage of your favorite eco-friendly products for #EarthDay (April 22).
- Post any kind of cute photo with a child and pet together for #NationalKidsandPetsDay (April 26).
- Post your favorite quote or meme from the TV show "Friends" for #NationalFriendshipDay (April 27).
- Post a collage of photos of cute pets at your local shelter for National #AdoptAShelterPetDay (April 30).



SOCIAL MEDIA POST IDEAS

MAY IDEAS

- Post a floral graphic that says, "Hello May" #MayDay.
- Post a stylish photo of a horse or a collage of horse-themed products in honor of the #KentuckyDerby.
- Post your favorite line from any Star Wars movie for national #StarWarsDay #MaytheFourthBeWithYou (May 4).
- Post your favorite enchilada or margarita recipe for Cinco de Mayo (May 5).
- Post 5 awesome gift ideas to buy a nurse for #NationalNursesDay (May 6).
- Post 5 gift ideas to buy for a teacher for national #TeacherAppreciationDay (May 8th).
- Post a graphic wishing everyone a happy #MothersDay.
- Have a bakery carve your shop name on top of an apple pie and post the photo for #NationalApplePieDay (May 13).
- Post a collage of your favorite earrings on Etsy for #NationalPiercing Day (May 16).
- Post 5 of your favorite organizational products for #NationalRatPackDay (May 17).
- Post your favorite barbecue recipes for the upcoming #LongWeekend.
- Post a photo of a wine that has a really unique label or bottle for #NationalWineDay (May 25).
- Post a photo of your favorite local #BurgerJoint for #NationalHamburgerDay and give them a #shoutout (May 28).
- Post a very creative work in progress for #NationalCreativityDay (May 30).
- Post 5 awesome gift ideas to buy a high school student who is graduating next month for #GradGifts.
- Post a list of all the shows coming to #Netflix in June.

JUNE IDEAS

- Post a collage of your favorite donut decor products for #NationalDonutDay (June 1).
- Post a fun June horoscope for each Zodiac sign for #JuneHoroscope.
- Post your own Father's Day Gift Guide and a reminder of the shopping days left.
- Post your favorite energy saving tip for #WorldEnvironmentDay (June 5).
- Post a collage of cute gift ideas to buy your best friend for #NationalBestFriendDay (June 8).
- Post a cool photo of your country's flag waving in the wind (search your town for a flag pole) for #FlagDay (June 14).
- Post a photo of anything nature-related (wild animals, trees, lakes, flowers) for #NaturePhotographyDay (June 15).
- Post a sweet quote about dads for #HappyFathersDay.
- Post your song pick for #SongoftheSummer2019 #instamusic and even tag the artist. Ask followers theirs.
- Post a photo of a luxury product that you would splurge on for #NationalSplurgeDay (June 18).
- Post a photo of your favorite watches or watch accessories for #NationalWatchDay (June 19)
- Post a photo of your feet in flipflops propped up and framing a beautiful view for #NationalFlipFlopDay #FirstDayofSummer (June 21).
- Scour your neighborhood for a pink door and post a photo for #NationalPinkDay (June 23).
- Post your #SummerBucketList.
- Post a recipe of your favorite tropical summer drink for #TropicalCocktailsDay (June 26).
- Post your favorite social media tips for #SocialMediaDay and followers theirs (June 30).
- Post a photo of kids running with joy for #SchoolsoutforSummer.
- Post the movie poster of the summer movie you are anticipating the most #SummerMovies and ask followers theirs.



SOCIAL MEDIA POST IDEAS

JULY IDEAS

- Post your favorite hottest chicken wing recipe for #NationalChickenWingDay (July 1).
- If you are a US shop, post some of your products for #MadeintheUSA day (July2).
- Post anything red, white and blue for #FourthofJuly products (July 4).
- Post a photo of a summer cocktail, a beach scene, floaties in a pool – anything summer for #SummerVibes.
- Post a funny meme of crowds running from a bull for #RunningoftheBulls this month.
- Post a list of the top 10 things to do this summer for #SummerGoals.
- Post a photo of any kind of piña colada dessert recipe for #NationalPinaColadaDay (July 10)
- Post a list of the top 5 things people put on their french fries for #NationalFrenchFryDay.
- Post your favorite horse theme products or horse art for #ILoveHorsesDay.
- Post your favorite emoji and how you like to use it in a social media comment for #WorldEmojiDay.
- Post an overhead photo of all of your favorite junk foods spread out on a table for #NationalJunkFoodDay.
- Post your favorite old joke for #TellAnOldJokeDay (find one at jokesoftheday.net).
- Post a deal being offered today at your favorite hamburger chain for #NationalHamburgerDay.
- Post a photo of the book cover of your favorite summer or beach read for #PaperbackBookDay #SummerReading.
- Post a graphic saying, "Only 31 More Days of Summer – Goodbye July! " for the last day of July #GoodbyeJuly.

AUGUST IDEAS

- Post a few products that would make a good girlfriend gift for #NationalGirlFriendsDay today (Aug 1).
- Have a bakery make a giant chocolate chip cookie with your business name on it for #ChocolateChipCookieDay.
- Post a photo of your favorite male or female celebrity in their underwear for #NationalUnderwearDay (Aug 5).
- Post a photo of the most scenic lighthouse in your country for #NationallighthouseDay (Aug 7).
- Post a photo of your top 3 books to read this month for #NationalBookLoversDay #bookstagram (Aug 9).
- Post your 5 all-time favorite summer time songs for #SummerJam and ask followers to list theirs in comments.
- Post a photo of one of the more unique buildings or homes in your town for #ArchitectureLovers.
- Post a list of some famous left handed people for national #LeftHanders Day (Aug 13).
- Find the most beautiful floral window boxes in your town and post a photo for #WindowBoxWednesday.
- Post a photo of a crazy roller coaster face for #NationalRollerCoasterDay. (Aug 16).
- Post a photo of the place you most want to go before summer is over for #BeautifulDestinations.
- Post an overhead shot of your #breakfast or morning #coffee for #GoodMorning.
- Post some of your favorite fall fashion trends you are already seeing online #FallTrends #FallFashion #FallDecor.
- Post a yearly horoscope for #Virgo, which starts today (Aug 23).
- Post your favorite #Keto friendly waffle recipe for #NationalWaffleDay (Aug 24).
- Post a photo of a cute #DogsinBed or #DogsinCars or #DogSmile or #DogSelfie for #NationalDogDay (Aug 26).
- Post a list of your top 5 favorite dorm room finds for #BacktoSchool #CollegeLife.
- Post your favorite #EndofSummerQuotes and make sure they are over a beach scene.
- Write, "Goodbye August" in colorful chalk on a driveway and post photo for the last day of August #GoodbyeAugust.



SOCIAL MEDIA POST IDEAS

SEPTEMBER IDEAS

- Post your favorite quote, podcast or book about self improvement for #SelfImprovementMonth.
- Post a unique photo of the tallest building in your city for #NationalSkyscraperDay (Sept 3).
- Post a graphic that says, "I love September because _____" and ask followers to reply.
- Post your favorite football theme products to celebrate the #NFLKickoff
- Post a graphic listing 5 favorite fashion #FallTrends for the start of New York Fashion Week #NYFW.
- Post 5 of favorite #PumpkinRecipes for fall and ask followers what theirs are.
- Post a sweet #quote about grandparents for national #GrandparentsDay (Sept 8)
- Post a photo of the American flag with the words, "Never Forget" for #PatriotDay.
- Post a quote about positivity for national #PositiveThinkingDay (Sept 13).
- Post a photo of your favorite new "pumpkin spice" product(s) for the season #PumpkinSpice.
- Post your #FallBucketList of all the things you want to do this fall and ask followers to list theirs.
- Post your favorite #recipes with #beer or #sauerkraut as an ingredient for the start of #Oktoberfest.
- Post a photo of a opulent looking ice cream cone and post a photo for #IceCreamConeDay (Sept 22).
- Post an interesting fall leaf challenge to celebrate the #FirstDayofFall #FallEquinox #FallFoliage.
- Post your favorite female comic book heroine for #NationalComicBookDay (Sept 25).
- Post a #quote about #family or a photo of your favorite TV family for #NationalFamilyDay (Sept 26).
- Have your local barista dress up your coffee in a fall motif and post for #NationalCoffeeDay (Sept 29).
- Post a photo that says, "Goodbye September!" or the last day of September #GoodbyeSeptember.

OCTOBER IDEAS

- Post your favorite organizational tip from #MarieKondo for #NationalGetOrganizedWeek.
- Post your own take on gorgeous fall leaves for #LookAtTheLeavesDay (Oct 3).
- Post favorite taco fast food chain in honor of #NationalTacoDay (Oct 4).
- Give a #shoutout to the favorite teacher in your life for #WorldTeachersDay (Oct 5).
- Scour your neighborhood for a beautifully decorated door in fall decor and post #FallDoor #FallDecor
- Post a fun countdown to a major upcoming holiday i.e. 66 Days Until Christmas.
- Post your favorite tailgate recipe for #SundayFootball, #NFLSunday, #SundayFunday.
- Post an unusual word and its definition for #NationalLearnAWordDay (Oct 16).
- Post favorite pasta recipe for #NationalPastaDay (Oct 17).
- Post a photo of a male celebrity that you prefer without a beard for #NationalNoBeardDay (Oct 18).
- Post photo of dog lying in the leaves for #DogsInFall #WeeklyFluff.
- Post photos from your local bakery of #HalloweenCookies.
- Post a photo from your local pumpkin patch for #NationalPumpkinDay (Oct 26).
- Post a survey listing the 5 top Halloween movies and ask followers to vote for their favorite.
- Post your favorite chocolate candy bar for #NationalChocolateDay (Oct 28).
- Post a cute Halloween inspired photo of your cat for #NationalCatDay (Oct 29).
- Post a photo of the words "Happy Halloween" spelled out in candy corn.



SOCIAL MEDIA POST IDEAS

NOVEMBER IDEAS

- Post a quote from your favorite author for #NationalAuthorsDay (Nov 1).
- Post a reminder about #DaylightSavingTime #FallBack,.
- Post favorite #NovemberBulletJournal ideas and entries.
- Post a fall theme donut(s) for #NationalDonutDay (Nov 5).
- Post favorite whiskey cocktail recipe for #WhiskeyWednesday (Nov 6).
- Post photo of favorite male TV chef for National #MenMakeDinnerDay (Nov 7).
- Post a photo of people in your city at a fall fair or farmers market.
- Post a thankful quote over a photo of the flag waving for #VeteransDay (Nov 11).
- Post favorite random act of kindness that someone should do today for #WorldKindnessDay (Nov 13).
- Post charitable endeavors that your business supports for National #PhilanthropyDay (Nov 15).
- Post top 5 favorite fast foods and give a shoutout to the restaurants for #NationalFastFoodDay (Nov 16).
- Post your own Holiday #GiftGuide.
- Post directions or a video on How to Cook a Turkey.
- Post a fun shopping meme for National #ShoppingReminderDay (Nov 25).
- Post a photo collage of your favorite #ThanksgivingSideDishes.
- Post a graphic that says, "Today I am Thankful For _____" and ask followers to fill in the blank
- Post a scene of the craziness at your local mall for #BlackFriday
- Give a #shoutout to your favorite local small business for #SmallBusinessSaturday, #ShopSmall.

DECEMBER IDEAS

- Ask followers to vote on their favorite type of pie for #NationalPieDay (Dec 1).
- Post a photo of an organization or cause that your business supports for #GivingTuesday.
- Post photos of holiday decorated cookies at your local bakery for #NationalCookieDay (Dec 4).
- Ask your followers to vote on their favorite #ChristmasMovie and quote from the movie.
- State a fun fact for #NobelPrizeDay, such as how many women have won Nobel Prizes (Dec 10).
- Post a photo of an unusual gingerbread house for national #GingerbreadHouseDay (Dec 12).
- Post favorite Christmas or winter vacation travel spot for #FridayFeels #WinterVacation.
- Post a photo of favorite food to dip in chocolate for #ChocolateCoveredAnythingDay (Dec 16).
- Post a funny #ChristmasLetterboard with a twist on a traditional Christmas saying.
- Post a photo of a ugly Christmas sweater for a dog for #NationalUglySweaterDay (Dec 20).
- Post a photo of a gorgeous winter sunset for #WinterSolstice (Dec 20).
- Post an interesting fact about #Hanukkah on the day it starts.
- Post a graphic "This Week I Will _____" for followers to fill in for #MondayMotivation.
- Post favorite eggnog recipe for #NationalEggnogDay (Dec 24).
- Post favorite topping for pumpkin pie and ask followers theirs, for #PumpkinPieDay (Dec 25).
- Post photo spelling out "Happy Holidays" using mini candy canes for #CandyCaneDay (Dec 26).
- Post #quotes that have to do with making a fresh start for #NewYear.
- List your top 5 goals for the new year and ask followers theirs.



HASHTAG PLANNER

WEEKLY HASHTAGS	
MONDAY	#mancrushmonday #manicmonday #mindfulmonday #mondayblues #mondaymantra #mondaymorning #musicmonday #mondaymotivation #mondayoutfits #mondaythoughts #mountainmonday
TUESDAY	#techtuesday #thankfulthursday #transformationtuesday #traveltuesday #trendytuesday #tuesdaytreat #tuesdaytips #tuesdayquote #tuesdaymotivation #tuesdayshoesday #tuesdaythoughts #tuesdaytruths #tuesdaytunes #goodnewstuesday
WEDNESDAY	#wanderlustwednesday #wednesdaymotivation #wednesdayvibes #wednesdaywisdom #winesday #wellnesswednesday #winewednesday #womencrushwednesday, #windowboxwednesday #wonderfulwednesday #woofwednesday #workoutwednesday #waybackwednesday #workspacewednesday #waterfallwednesday #winitwednesday
THURSDAY	#thankfulthursday #thirstythursdays #throwbackthursday #thursdaythoughts #thinktositivethursday #thursdayvibes #thursdaynight #happythursday #tbt
FRIDAY	#fashionfriday #fitnessfriday #followfriday #foodiefriday, #fridayfacts #fridayfeeling #fridayfun #fridayreads #friyay #fryday #feelgoodfriday #fearlessfriday #featurefriday #tgif
SATURDAY	#caturday #saturdayiitchen #saturdaymorninggroove #saturdaynight #saturdayspecial #saturdaystyle, #saturdayswag, #saturdaysweat #saturdaysale #saturdayshoutout #weekendvibes
SUNDAY	#selfiesunday, #sundayafternoon, #sundaybrunch, #sundayessentials #sundayfunday #sundaymorning #sundaymood #sundaysale #sundaysun #sundaysweat #spotlightsunday #startupsunday

POPULAAR HASHTAGS	
PHOTO-RELATED	#beautifuldestinations #bestbeaches #dogsinbed #dogsincars #fromwhereistand #naturallight, #photooftheday #picoftheday #postcardplaces #puddlegam #reflection #smalltowntravel #stairs #streetphotography #whataview #weeklyfluff
HOLIDAY	#thanksgiving #thanksgivingweekend #thanksgivingdecor #thanksgivingdinner #thanksgivingturkey #thanksgivingprep #thanksgivingiscoming (13k) #thanksgivinggiveaway #blackfriday #blackfridaysale #blackfridaydeal #blackfridayshopping #blackfridayfinds #blackfridaygiveaway #cybermonday #cybermondayshopping #cybermondaysale #cybermondaydeals #merrychristmas #christmasdeals #christmassale #christmasgift #christmasgiftideas #christmasgiftguide #christmasgiftsforher #christmasgiftsforhim #christmasgiveaway #christmascontest #xmasoffer #xmasdeals #happynewyear #newyearsale #newyeardeals #newyearresolutions #newyeargoals #newyeargiveaway
FOOD	#buddhabowl #cleaneating #coffeetime #coffeelover #coffeholic, #craftbeer #delicious #dinnertime #eat #eeeeeeats #foodie #foodporn #foodstagram #healthyfood #instafood #instapot #ketorecipes #yummy
SEASONS	#snowday #springiscoming #springbucketlist #springday #springvibes #summermovies #summertime #summerstyle #summerbucketlist #summernights #happyfallyall #fallfashion #fallcolors #fallweather #winterfun #wintersun #wintertime
HOT TRENDS	#didiyouknow #glaze #goinggrey #howto #letterboard #neverstopexploring #nofilter #onlineshopping #roadtrip #sleepingtips #stargazing, #streetphoto #WHP #biveaway #instamood #handmade #bestoftheday #memes #reels
NATURE	#beach, #bluesky, #clearsky, #clouds, #flowerstagram, #lakelife, #mountainlife, #naturelovers, #naturephotography, #sky, #skyporn, #sunsetlovers, #sunsetmadness, #water, #waterfall
EVERYTHING ELSE	#adventuretime #architecture, #artoftheday, #artistsoninstagram, #beautiful, #bestoftheday, #bookstagram, #catsofinstagram, #couplesgoals, #cute, #dogsofinstagram, #entrepreneurlife, #etsyshop, #fashionblogger, #fitnessgoals, #fitnessmotivation, #followforfollowback, #freshstart, #goodmorning, #goodmusic, #goodnight, #homedecor, #instadaily #instagood, #onstamusic, #interiordesign, #longweekend, #love, #ootd (outfit of the day), #outdoorgoals, #relationshipgoals #weightlosstips #explore
RELATED TO MY BUSINESS	



FACEBOOK STRATEGY

MONTH:

FACEBOOK GOALS THIS MONTH	QUANTIFY
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>

FACEBOOK BANNER (820 x 312)

AVATAR (170 x 170)

BANNER TEXT TO READ:	PUBLICATIONS I WANT TO GET IN
BIO TO READ (101 CHARACTERS):	
HOW OFTEN TO POST:	# MONTHLY POSTS NEEDED:
CURRENT # FOLLOWERS:	INCREASE OVER LAST MONTH:
FACEBOOK GROUPS TO JOIN:	
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
POPULAR FACEBOOK PROFILES TO FOLLOW:	
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>



FACEBOOK CONTENT PLANNER

POPULAR FACEBOOK CONTENT			
<input type="radio"/> Video Tutorials / Tips	<input type="radio"/> Quotes about Life	<input type="radio"/> Seasonal Content	<input type="radio"/> Contest/Giveaway/Coupon
<input type="radio"/> Videos of Animals	<input type="radio"/> Quotes about Love	<input type="radio"/> Holiday Content	<input type="radio"/> Facebook Event
<input type="radio"/> Landscape Photos	<input type="radio"/> Quotes Motivational	<input type="radio"/> National Days	<input type="radio"/> Event Countdown
<input type="radio"/> Animal Photos	<input type="radio"/> Quotes inspirational	<input type="radio"/> Monthly Bucket List	<input type="radio"/> Ask a Question
<input type="radio"/> Throwback Photos	<input type="radio"/> Recipes	<input type="radio"/> Memes	<input type="radio"/> Quizzes

MONTH:		YEAR:	
INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS	
MAJOR EVENTS			
HOLIDAYS			
SEASONAL ACTIVITIES			
NATIONAL DAYS			
MOVIE / MUSIC / TV PREMIERES			
BUSINESS-RELATED			



FACEBOOK POST CALENDAR

MONTH:		YEAR:			
DATE	POSTING IDEA (S)	CAPTION SHOULD MENTION	PRIMARY HASHTAGS(S)	PHOTO VIDEO OR LIVE VIDEO	BOOST EFFECT
1					
2					
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14					
15					



FACEBOOK POST CALENDAR

MONTH:		YEAR:			
DATE	POSTING IDEA (S)	CAPTION SHOULD MENTION	PRIMARY HASHTAGS(S)	PHOTO VIDEO OR LIVE VIDEO	BOOST EFFECT
16					
17					
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19					
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30					
31					



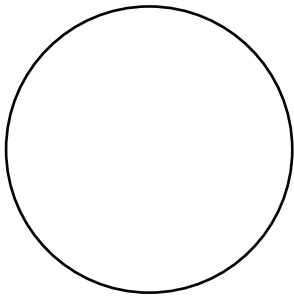
INSTAGRAM STRATEGY

MONTH:

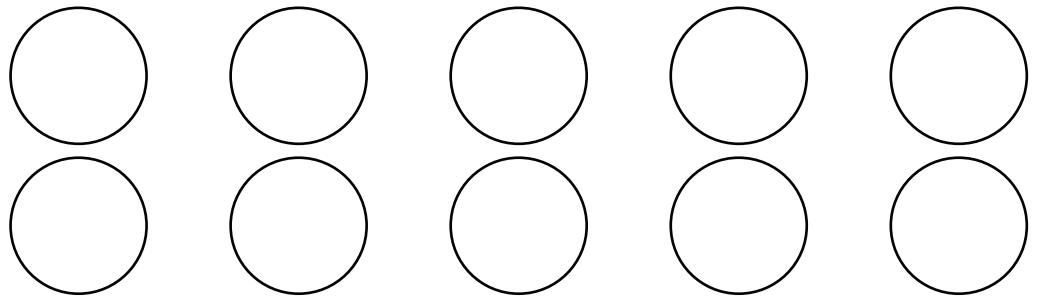
INSTAGRAM GOALS THIS MONTH

QUANTIFY

- | | |
|-----------------------|---|
| <input type="radio"/> | → |
| <input type="radio"/> | → |
| <input type="radio"/> | → |



AVATAR (320 x 320)



INSTAGRAM STORY HIGHLIGHTS

BIO TO READ (150 HARACTERS):

USERNAME:

LINK IN BIO / CALL TO ACTION

LINK.TREE LINKS:

HOW OFTEN TO POST:

MONTHLY POST NEEDED:

#REEL THIS MONTH:

GRAPHIC POSTS THIS MONTH:

CURRENT # OF FOLLOWERS:

INCREASE OVER LAST MONTH:

NEW / POPULAR INSTAGRAM PROFILES TO FOLLOW:

- | | | |
|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



INSTAGRAM POST PLANNER

POPULAR FACEBOOK CONTENT				
<input type="radio"/> Tutorials / Tips	<input type="radio"/> Quotes	<input type="radio"/> Seasonal / Holiday	<input type="radio"/> Giveaway/Contest	<input type="radio"/> Poll / Ask a Question
<input type="radio"/> Testimonials	<input type="radio"/> Product Placement	<input type="radio"/> This or That	<input type="radio"/> Sneak Peak	<input type="radio"/> Blog Post
<input type="radio"/> Memes	<input type="radio"/> Shoppable Post	<input type="radio"/> National Days	<input type="radio"/> Shout Outs	<input type="radio"/> Reels / Videoa
<input type="radio"/> Fun Facts	<input type="radio"/> Customer Generated	<input type="radio"/> Real Time Trends	<input type="radio"/> Behind The Scenes	<input type="radio"/> Countdown

EFFECTS TO TRY			
<input type="radio"/> Selfie	<input type="radio"/> Black & White	<input type="radio"/> Overlay	<input type="radio"/> Checker Board Layout
<input type="radio"/> Filter / Preset	<input type="radio"/> Animated GIF / Doodle	<input type="radio"/> Puzzle Layout	<input type="radio"/> Carousel
<input type="radio"/> Boomerang	<input type="radio"/> White Borders	<input type="radio"/> Collage	<input type="radio"/> Diagonal Grid

MONTH:		YEAR:	
INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS	
MAJOR EVENTS			
HOLIDAYS			
SEASONAL ACTIVITIES			
NATIONAL DAYS			
MOVIE / MUSIC / TV PREMIERES			
BUSINESS-RELATED			



INSTAGRAM STORIES PLANNER

[illegible]

STORY STICKERS TO ADD			
<input type="radio"/> Weather	<input type="radio"/> Hashtags	<input type="radio"/> @ Mention	<input type="radio"/> Quiz
<input type="radio"/> Current Time	<input type="radio"/> Poll	<input type="radio"/> Questions	<input type="radio"/> Emoji
<input type="radio"/> Location	<input type="radio"/> Countdown	<input type="radio"/> Chat	<input type="radio"/> Other:
<input type="radio"/> Holidays	<input type="radio"/> Gift	<input type="radio"/> Music	<input type="radio"/> Other:



INSTAGRAM POSTING CALENDAR

MONTH:		YEAR:			
DATE	POSTING IDEA (S)	CAPTION SHOULD MENTION	HASHTAGS(S)	IMAGE OR REEL	EFFECT
1					
2					
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15					



INSTAGRAM POSTING CALENDAR

MONTH:		YEAR:			
DATE	POSTING IDEA (S)	CAPTION SHOULD MENTION	HASHTAGS(S)	IMAGE NEEDED	EFFECT
16					
17					
18					
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30					
31					



INSTAGRAM SUCCESS TRACKER

MONTH:		YEAR:			
POST IN ORDER OF POPULARITY					TRAFFIC GENERATED
1					
2					
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30					
31					



INSTAGRAM INSPIRATION

INSTAGRAM PROFILES I LIKE	
@	@
@	@
@	@
@	@

POST IDEAS I LIKE	
@	@
@	@
@	@
@	@

NEW HASHTAGS TO TRY		
#	#	#
#	#	#
#	#	#
#	#	#
#	#	#
#	#	#
#	#	#

NEW EFFECTS TO TRY	



PINTEREST STRATEGY

MONTH:

PINTEREST GOALS THIS MONTH	QUANTIFY
<input type="radio"/>	➔
<input type="radio"/>	➔
<input type="radio"/>	➔

PINTEREST BANNER (1080 x 1920)AVATAR (165 x 165)

BANNER TEXT TO READ:

HOW OFTEN TO PIN:

MONTHLY PINS NEEDED:

CURRENT # FOLLOWERS:

INCREASE OVER LAST MONTH:

PINTEREST GROUPS TO JOIN:

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☐

☐

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POPULAR PINTEREST PROFILES TO FOLLOW:

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NEW BOARD IDEAS:

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☐

PINTEREST SCHEDULING TOOL:



PINTEREST CONTENT PLANNER

POPULAR PINTEREST CONTENT				
<input type="radio"/> Animals & Pets	<input type="radio"/> Architecture	<input type="radio"/> Art	<input type="radio"/> Cars & Motorcycle	<input type="radio"/> Celebrities
<input type="radio"/> DIY & Crafts	<input type="radio"/> Designs	<input type="radio"/> Education	<input type="radio"/> Entertainment	<input type="radio"/> Food & Entertainment
<input type="radio"/> Gardening	<input type="radio"/> Geek	<input type="radio"/> Hair & Beauty	<input type="radio"/> Health & Fitness	<input type="radio"/> History
<input type="radio"/> Holiday & Events	<input type="radio"/> Gifts	<input type="radio"/> Home Decor	<input type="radio"/> Illustrations	<input type="radio"/> Kids and Parenting
<input type="radio"/> Men Fashions	<input type="radio"/> Outdoors	<input type="radio"/> Photography	<input type="radio"/> Products	<input type="radio"/> Quotes
<input type="radio"/> Science & Nature	<input type="radio"/> Sports	<input type="radio"/> Technology	<input type="radio"/> Travel	<input type="radio"/> Weddings

MY PINTEREST BOARDS		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MONTH:	YEAR:	
INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS
MY BOARDS		
HOLIDAYS		
TRENDING ON PINTEREST		
IDEAS FOR YOU SUGGESTIONS		
BUSINESS RELATED		



PINTEREST PINNING PLAN

MONTH:		YEAR:			
DATE	PIN IDEA (S)	CAPTION SHOULD MENTION	PRIMARY HASHTAGS(S)	IMAGE NEEDED	BOARD
1					
2					
3					
4					
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11					
12					
13					
14					
15					



PINTEREST PINNING PLAN

MONTH:		YEAR:			
DATE	PIN IDEA (S)	CAPTION SHOULD MENTION	PRMIMARY HASHTAGS(S)	IMAGE NEEDED	BOARD
16					
17					
18					
19					
20					
21					
22					
23					
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25					
26					
27					
28					
29					
30					
31					



TWITTER STRATEGY

MONTH:

TWITTER GOALS THIS MONTH	QUANTIFY
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

TWITTER BANNER (1500 x 500)

AVATAR (400 x 400)

BIO TO READ (160 CHARACTERS):

HOW OFTEN TO TWEET:	# MONTHLY TWEETS NEEDED:
CURRENT # FOLLOWERS:	INCREASE OVER LAST MONTH:

POPULAR TWITTER PROFILES TO FOLLOW:

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HASHTAGS TO USE REGULARLY

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TWITTER POSTING SCHEDULE TOOL:



TWITTER CONTENT PLAN

POPULAR TWITTER CONTENT			
<input type="radio"/> Quotes about Life	<input type="radio"/> Video Real Time Events	<input type="radio"/> Seasonal Content	<input type="radio"/> Contest / Giveaways
<input type="radio"/> Quotes about Love	<input type="radio"/> Videos How Tos	<input type="radio"/> Holiday Content	<input type="radio"/> Photos
<input type="radio"/> Quotes Motivational	<input type="radio"/> Video Trending Topic	<input type="radio"/> National Days	<input type="radio"/> Event Countdown
<input type="radio"/> Quotes Inspirational	<input type="radio"/> Infographic	<input type="radio"/> Lists	<input type="radio"/> Ask a Question
<input type="radio"/> Breaking News	<input type="radio"/> Evergreen Content	<input type="radio"/> Real Time Trend	<input type="radio"/> Quizzes
<input type="radio"/> Sports Scores	<input type="radio"/> User Generated	<input type="radio"/> Behind The Scenes	<input type="radio"/> Memes / GIFS

MONTH:		YEAR:	
INSPIRATION	HAPPENING THIS MONTH	TWEETING IDEAS	
CURRENT EVENTS / NEWS			
TRENDING ON TWITTER			
MOVIES / MUSIC / TV PREMIERES			
RETWEETS			
PHOTOS / VIDEOS / MEMES			
BUSINESS RELATED			



TWITTER TWEETING PLAN

MONTH:						YEAR:			
DATE	TWEET IDEA (S)	PRMIMARY HASHTAGS(S)	IMAGE NEEDED	POLL?	EMOJIS				
1									
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15									



TWITTER TWEETING PLAN

MONTH:		YEAR:			
DATE	TWEET IDEA(S)	PRIMARY HASHTAGS(S)	IMAGE NEEDED	POLL?	EMOJIS
16					
17					
18					
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31					



YOUTUBE STRATEGY

MONTH:

YOUTUBE GOALS THIS MONTH	QUANTIFY
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>

YOUTUBE BANNER (2560 x 1440)

AVATAR (800 x 800)

BIO TO READ (101 CHARACTERS):

HOW OFTEN TO POST:

MONTHLY POSTS NEEDED:

CURRENT # SUBSCRIBERS:

WELCOME VIDEO:

PLAYLIST IDEAS:

COMMUNITY IDEAS:

CHANNELS:



YOUTUBE CONTENT PLANNER

POPULAR YOUTUBE CONTENT			
<input type="radio"/> How To	<input type="radio"/> Hot Trends	<input type="radio"/> Recipes	<input type="radio"/> New Collections
<input type="radio"/> Meet the Maker	<input type="radio"/> Solutions To Problems	<input type="radio"/> Advice	<input type="radio"/> Customer Testimonials
<input type="radio"/> Behind The Scenes	<input type="radio"/> New Product Tutorials	<input type="radio"/> Product Demonstration	<input type="radio"/> Answering Questions

MONTH:		YEAR:	
HAPPENNING THIS MONTH		TYPE OF VIDEO	VIDEO IDEAS

VIDEO CHECKLIST			
<input type="checkbox"/> TITLE HEADLINE	<input type="checkbox"/> FILM	<input type="checkbox"/> EDIT	<input type="checkbox"/> HASHTAGS
<input type="checkbox"/> END SCREEN	<input type="checkbox"/> VOICE OVER	<input type="checkbox"/> DESCRIPTION	<input type="checkbox"/> THUMBNAIL
<input type="checkbox"/> EFFECTS	<input type="checkbox"/> MUSIC	<input type="checkbox"/> CALL TO ACTION	<input type="checkbox"/> ASK VIEWERS TO SUBSCRIBE

YOUTUBE POSTING PLAN

MONTH:		YEAR:		
DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
1				
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YOUTUBE POSTING PLAN

MONTH:		YEAR:		
DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
16				
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YOUTUBE POSTING PLAN

MONTH:			YEAR:				
	# FOLLOWERS	+/- PREV MONTH	5 MOST POPULAR POST	♡	💬	📤	TRAFFIC GENERATED
FACEBOOK			1				
			2				
			3				
			4				
			5				
TWITTER			1				
			2				
			3				
			4				
			5				
INSTAGRAM			1				
			2				
			3				
			4				
			5				
PINTEREST			1				
			2				
			3				
			4				
			5				
YOUTUBE			1				
			2				
			3				
			4				
			5				



SOCIAL MEDIA EVENT STRATEGY

MONTH: _____

TYPICAL SOCIAL MEDIA EVENT OBJECTIVES	
---------------------------------------	--

- | | | |
|--------------------------|-----------------------|-------------------------|
| ○ Brand Awareness | ○ Gain More Followers | ○ Attract New Customers |
| ○ Customers Appreciation | ○ Make Sales | ○ Answer Questions |

MY EVENT GOALS QUANTIFY

MY EVENT GOALS

- ☐ [→](#)
 - ☐ [→](#)
 - ☐ [→](#)

TOTAL MONTHLY EVENT BUDGET: \$	
--------------------------------	--

TYPES OF EVENTS I PLAN TO RUN	% OF MONTHLY EVENT BUDGET	POTENTIAL COSTS
	TOTAL	\$



SOCIAL MEDIA EVENT PLANNER

POPULAR SOCIAL MEDIA EVENTS			
<input type="radio"/> Facebook Party	<input type="radio"/> Twitter Chat	<input type="radio"/> Instagram Story	<input type="radio"/> Instagram Live
<input type="radio"/> Giveaway	<input type="radio"/> Selling Event	<input type="radio"/> Q&A	<input type="radio"/> Countdown

TYPE OF EVENT:	
DATE:	TIME:
GIVEAWAY:	EVENT HASHTAG:
WHO TO INVITE:	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
TOPIC(S):	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
QUESTIONS:	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
VIDEO AND/OR GRAPHICS NEEDED:	
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
OTHER:	
.....	
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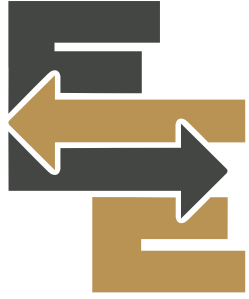
SOCIAL MEDIA EVENT PLAN

MONTH:		YEAR:	
DAY	SOCIAL MEDIA SITE	EVENT	
1			
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SOCIAL MEDIA EVENT TRACKER

[illegible]



ENTREENGAGE!

SALES PROMOTION

BUSINESS NAME:

CLICK HERE
FOR MORE
WORKSHEETS
& RESOURCES



SALES PROMOTION STRATEGY

TIME PERIOD:

[illegible]

- | | |
|--|---|
| <input type="radio"/> Introduce New Product(s) / Services(s) | <input type="radio"/> Reward Customers/Loyalty |
| <input type="radio"/> Attract New Customers | <input type="radio"/> Lead Generation |
| <input type="radio"/> Increase Sales in Slow Times | <input type="radio"/> Improve Conversion Rate |
| <input type="radio"/> Entice Customers to Buy More | <input type="radio"/> Entice Customers to Buy Immediately |

MY SALES PROMOTION GOALS	QUANTIFY
--------------------------	----------

MY SALES PROMOTION GOALS	QUANTIFY
--------------------------	----------

- | | |
|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |
| <input type="radio"/> | <input type="radio"/> |

TOTAL MONTHLY SALES PROMOTION BUDGET: \$	
--	--

TYPES OF PROMOTIONS I PLAN TO RUN	% OF MONTHLY PROMO BUDGET	POTENTIAL COSTS
	TOTAL	\$



SALES PROMOTION PLAN

TYPES OF SALES PROMOTION		
<input type="radio"/> Coupon	<input type="radio"/> Discount Percentage	<input type="radio"/> Trial Offerve
<input type="radio"/> Value Offer (i.e. Buy 3, Get 15%)	<input type="radio"/> Flash or 24-Hour Sales	<input type="radio"/> Limited Time Offer
<input type="radio"/> BOGO	<input type="radio"/> Free Shipping	<input type="radio"/> Free Gift
<input type="radio"/> Free Sample	<input type="radio"/> Free Service	<input type="radio"/> Loyalty Program
<input type="radio"/> Contest	<input type="radio"/> Giveaway	<input type="radio"/> Email Signup

TYPE OF EVENT:

SALES PROMOTION CAMPAIGN NAME:

WHAT'S THE OFFER:

OBJECTIVE:
☐ ☐

DESIRED RESULTS:

START DATE: **END DATE:**

PRODUCT & SERVICES TO INCLUDE:
☐ ☐
☐ ☐
☐ ☐

CALL TO ACTION:

APPROXIMATE COST:

SALES PROMOTION CHECKLIST		
<input type="checkbox"/> CREATE GRAPHIC	<input type="checkbox"/> ESTABLISH RYLES OF PROMOTION	<input type="checkbox"/> SET LIMIT / EXPIRY DATE
<input type="checkbox"/> PROMOTE BY EMAIL	<input type="checkbox"/> PROMOTE ON SOCIAL MEDIA	<input type="checkbox"/> PROMOTE ON WEBSITE

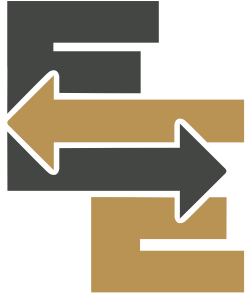
SALES PROMOTION PLAN

MONTH:		YEAR:		
DAY	NAME OF SALES PROMOTION	OFFER	END DATE	PRODUCTS TO INCLUDE (IF APPLICABLE)
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SALES PROMOTION SUCCESS TRACKER

[illegible]



ENTREENGAGE!

EMAIL

BUSINESS NAME:

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EMAIL STRATEGY

TIME PERIOD:

TYPICAL EMAIL OBJECTIVES	
<input type="radio"/> Grow Subscriber List	<input type="radio"/> Retain Subscribers
<input type="radio"/> Increase Open Rates	<input type="radio"/> Improve Click Through Rates
<input type="radio"/> Lead Generation	<input type="radio"/> Newsletter Distribution

MY EMAIL GOALS	QUANTIFY
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡

EMAIL MANAGEMENT
LIST MANAGEMENT:
EMAIL MARKETING SOFTWARE:
LIST SEGMENTATION:

EMAIL OPT IN FORM
HEADLINE:
DESCRIPTION OF OFFER:
GRAPHICS:
LEAD MAGNET / INCENTIVE:
CALL TO ACTION:



EMAIL CAMPAIGN PLANNER

EMAIL TYPE		
<input type="radio"/> Welcome	<input type="radio"/> Thank You	<input type="radio"/> Newsletter
<input type="radio"/> Blog Post	<input type="radio"/> Survey	<input type="radio"/> Free Offer
<input type="radio"/> Special Offer	<input type="radio"/> How Did We Do	<input type="radio"/> Announcement
<input type="radio"/> Milestone Message	<input type="radio"/> Acknowledgement	<input type="radio"/> Other _____

TYPEOF EMAIL:
EMAIL CAMPAIGN NAME:
EMAIL LIST TO USE:
OBJECTIVE:
WHEN TO SEND:
EMAIL TEMPLATE TO USE:
EMAIL SUBJETC LINE:
KEY POINTS:
<div><div><input type="radio"/></div><div><input type="radio"/></div></div> <div><div><input type="radio"/></div><div><input type="radio"/></div></div> <div><div><input type="radio"/></div><div><input type="radio"/></div></div>
EMAIL TEXT:
CALL TO ACTION:



EMAIL PLAN

MONTH:			YEAR:		
DATE	EMAIL CAMPAIGN NAME	TYPE OF EMAIL	EMAIL LIST TO USE	EMAIL TEMPLATE TO USE	✓
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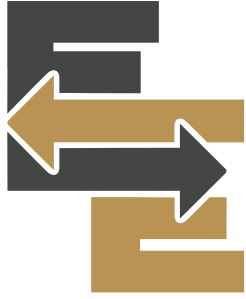


EMAIL SUCCESS TRACKER

[illegible]

# NEW SUBSCRIBERS	+/- OVER PREVIOUS MONTH	# OF UNSUBSCRIBERS	+/- OVER PREVIOUS MONTH	# TOTAL SUBSCRIBERS	+/- OVER PREVIOUS MONTH





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SEO

BUSINESS NAME:

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SEO STRATEGY

TIME PERIOD:

TYPICAL SEO OBJECTIVES	
<input type="radio"/> Increase Organic Traffic	<input type="radio"/> Increase Sales
<input type="radio"/> Lead Generation	<input type="radio"/> Increase Brand Awareness
<input type="radio"/> Target Specific Customers	<input type="radio"/> Increase Readership / Email List
<input type="radio"/> Rank Higher Than Competitors	<input type="radio"/> Less Need for Paid Search

MY SEO GOALS	QUANTIFY
<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>

CURRENT SEO STATS			
Total Views Last Year		Number of Followers	
Most Visited Page		Number of Email Signups	
Top Search Enging Traffic Source		Top Social Media Traffic Source	
Number of Organic Keywords		Oranic Monthly Traffic	
Domain Authority		Number of Backlinks	

TOP 10 SEO KEYWORDS CURRENTLY RANKING FOR		
SEARCH TERM / KEYWORD	NUMBER OF SEARCHES / MONTH	GOOGLE RANK



SEO (LANDING) PLAN

KEYWORDS I WANT IN MY SEO TITLE TAG & META DESCRIPTION		

SEO TITLE TAGS OF TOP COMPANIES	
COMPETITOR	TITLE TAG

LANDING PAGE SEO

TITLE TAG (55 CHAR)		
	[KEYWORD PHRASE]	[BUSINESS NAME]

META DESCRIPTION (50 - 160 CHARACTERS)

SEO CHECKLIST		
<input type="checkbox"/> SET UP GOOGLE SEARCH CONSOLE	<input type="checkbox"/> SET UP GOOGLE ANALYTICS	<input type="checkbox"/> CREATE A SITE MAP
<input type="checkbox"/> INSTALL AN SEO PLUGIN	<input type="checkbox"/> ADD KEYWORDS TO IMAGE NAMES	<input type="checkbox"/> FIX BROKEN LINKS
<input type="checkbox"/> ADD ALT ATTRIBUTES TO IMAGES	<input type="checkbox"/> IDENTIFY CRAWL ERRORS	



SEO (SECONDARY) PLAN

KEYWORDS I WANT IN MY SECONDARY PAGES	
SECTION / PAGE NAME	KEYWORDS

SECTION SEO		
SECTION / PAGE NAME	SEO TITLE TAG	PAGE URL



SEO PLANNER

MONTH:

YEAR:

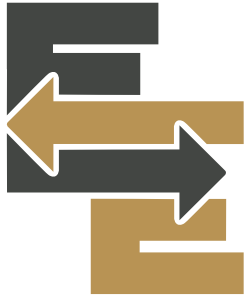
[illegible]

SEO SUCCESS TRACKER

MONTH:

YEAR:

[illegible]



ENTREENGAGE!

CO-MARKETING

BUSINESS NAME:

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CO-MARKETING STRATEGY

TIME PERIOD:

TYPICAL CO-MARKETING OBJECTIVES	
<input type="radio"/> Reach New Customers	<input type="radio"/> Target Specific Customers
<input type="radio"/> Form Partnerships	<input type="radio"/> Increase Brand Awareness

MY EVENT GOALS	QUANTIFY
<input type="radio"/>	➡
<input type="radio"/>	➡
<input type="radio"/>	➡

POSSIBLE WAYS TO CO MARKET		
<input type="radio"/> Exchange Website Ads	<input type="radio"/> Mention in Company Newsletter	<input type="radio"/> Swap Blog Posts
<input type="radio"/> Shoutouts on Social Media	<input type="radio"/> Host Events Together	<input type="radio"/> Product Bundles

POTENTIAL PARTNERS		
PARTNER / INFLUENCER	EST. SIZE OF THEIR CUSTOMER BASE	WAYS TO WORK TOGETHER / CO-MARKET



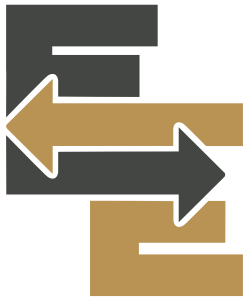
CO-MARKETING PLAN

MONTH:		YEAR:		
DATE	ALLIANCE PARTNER	CO-MARKETING EVENT / TACTIC	MY PART OF THE DEAL	✓
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CO-MARKETING SUCCESS TRACKER

[illegible]



ENTREENGAGE!

ANNUAL MONTH DAILY PLANNER

BUSINESS NAME:

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ANNUAL MARKETING PLAN

JANUARY	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	New Year's Day, MLK Day, Vacation, Getaways, Winter Everything

FEBRUARY	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Valentines Day, Winter Olympics, Black History Month, Mardo Gras, Spring Break, Super Bowl

MARCH	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	St. Patrick Day, March Madness, Start of Sprinf, INternational Womens Day



ANNUAL MARKETING PLAN

APRIL	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Easter, Spring Cleaning, Spring Everything, Gardening

MAY	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Cinco de Mayo, Mother's Day, Victoria Day, Memorial Day

JUNE	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Father's, Juneteenth, Graduations, End of School, Start of Summer



ANNUAL MARKETING PLAN

JULY	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Canada Day, 4th of July, Bastille Day, Summer Everything

AUGUST	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Cinco de Mayo, Mother's Day, Victoria Day, Memorial Day

SEPTEMBER	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Labor Day, Start of Fall



ANNUAL MARKETING PLAN

OCTOBER	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Canadian Thanksgiving, Halloween, Fall Everything

NOVEMBER	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Veteran's Day, US Thanksgiving, Black Friday, Cyber Monday, Small Business Saturday

DECEMBER	
PRODUCT(S) SPOTLIGHT	
SALES PROMOTIONS	
SOCIAL MEDIA CONTENT FOCUS	
ADVERTISING	
EMAILS	
PUBLICITY	
SEO	
CONTENT MARKETING	
PARTNERSHIP MARKETING	
EVENTS	Day of Giving, Start of Winter, New Year Eveh



MONTHLY MARKETING PLAN

MONTH:		PRODUCT SPOTLIGHT:	
ADVERTISING		CONTENT MARKETING	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
SOCIAL MEDIA		EMAIL	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
SEO		PUBLICITY	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
SALES PROMOTION		CO-MARKETING	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	
<input type="radio"/>		<input type="radio"/>	



DAILY MARKETING PLAN

TODAY'S DATE:

DAILY SALES GOAL: \$

ACTUAL SALES: \$

MUST DO TODAY	MUST DO EVERYDAY
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

IF TIME ALLOWS	NOTES
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

PERSONAL TO DO	APPOINTMENTS
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>



MARKETING IDEAS FILE

[illegible]

THANK YOU



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