

MY ONLINE MARKETING CONTENT PLANNING CALENDAR

YEAR: 2012

	Example	JAN	FEB	MAR	APR	MAY	
Email Campaigns							
#1 - Topic/Objective	1/5 - Announce free webinar						
#2 - Topic/Objective	1/10 - Registration deadline reminder, answer questions						
#3 - Topic/Objective	1/18 - Registration closing, last-chance incentive						
Blog Posts							
Post #1	1/7 - Why those who never stop learning stay ahead						
Post #2	1/14 - Justifying the cost of professional education						
Post #3	1/19 - When to learn on your own, when not to						
Post #4	1/28 - Training program FAQs, last day to sign-up						
Video Posts							
YouTube	1/10 - Video invite to tele-seminar and sneak peak						
Other							
Social Media Status Updates							
Twitter	Supporting new product launch						
Facebook	Helpful daily tips						
LinkedIn	Invite to free webinar						