**MARKETING CONTENT CALENDAR TEMPLATE EXAMPLE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| YEAR |  |  | PREPARED BY: |  |  |  |
| 2028 |  | Carmen Robertson |  |  |
| *Update the monthly calendar below to match the dates and mirror the current year. Update the key and copy/paste categories to suit your needs.* |  |  |  |  |
| JANUARY |  |  |  |  |  |  |  |  |
| **SUN** | **MON** | **TUES** | **WED** | **THURS** | **FRI** | **SAT** |  | KEY |
| **26** | **27** | **28** | **29** | **30** | **31** | **1** |  | MARKETING |
|   | Video presentation | Facebook ads post - link and visuals | Client post | SEM how-to | SEM how-to |   |  | LAUNCH |
|   | LAUNCH | LAUNCH | OTHER | ONGOING CAMPAIGN | ONGOING CAMPAIGN |   |  | E-LEARNING |
| **2** | **3** | **4** | **5** | **6** | **7** | **8** |  | ONGOING CAMPAIGN |
|   | SEM how-to | SEM how-to | SEM how-to | SEM how-to | Client post |   |  | OTHER |
|   | ONGOING CAMPAIGN | ONGOING CAMPAIGN | ONGOING CAMPAIGN | ONGOING CAMPAIGN | OTHER |   |  |  |
| **9** | **10** | **11** | **12** | **13** | **14** | **15** |  |  |
|   |   |   | Virtual | Virtual | Virtual |   |  |  |
|   |   |   | E-LEARNING | E-LEARNING | E-LEARNING |   |  |  |
| **16** | **17** | **18** | **19** | **20** | **21** | **22** |  |  |
|   |   | Copywriting workshop |   |   |   |   |  |  |
|   |   | LAUNCH |   |   |   |   |  |  |
| **23** | **24** | **25** | **26** | **27** | **28** | **29** |  |  |
|   |   |   |   |   |   |   |  |  |
|   |   |   |   |   |   |   |  |  |
| **30** | **31** | **1** | **2** | **3** | **4** | **5** |  |  |
|   |   |   |   |   |   |   |  |  |
|   |   |   |   |   |   |   |  |  |

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