PrintsWell University

CONTENT CALENDAR

January - December

Content Goals & Themes

January Content Plan

February Content Plan

March Content Plan

April Content Plan

May Content Plan

June Content Plan

Inspiration & Ideas

Monthly Tasks

STRATEGIC PLANNING

TARGET AUDIENCE(S) Define your target audience(s). What is their ‘profile’? Why do they follow you? How do they engage with you? What do they love about your brand, content, and products?			
SEASONAL DRIVE PERIODS Across the next six months, what key seasons or events will influence your business and the products you sell? When do people typically buy your products for these seasons or events? When should you promote those products to your customers to ensure they make a timely purchase?			
BALANCING BRAND AND PRODUCT How do you want to balance your ‘brand personality’ with product promotion across social media? What combination of lifestyle and promotional product posts do you want to achieve?			

CONTENT GOALS & THEMES

BUSINESS GOALS

Outline the main business goals that your content will support. For example, are you aiming to increase brand awareness, drive sales, build community, or launch a new product?

CONTENT GOALS

Define specific goals for your content. Do you want to increase engagement, build loyalty, or drive traffic to your online store? Different content may have different goals.

TARGET AUDIENCE

Clarify who you're creating content for, including any specific segments or different audiences on certain platforms. Consider both demographics and psychographics.

CONTENT THEMES

PROMOTIONAL - PRODUCT	INDUSTRY - CREATIVE INSPIRATION - LIFESTYLE	PERSONALITY - CUSTOMER APPRECIATION

JANUARY

GOAL THIS MONTH

Define your marketing goal for the month, such as growing your email list by 10% or booking three new clients.

KEY DATES & CAMPAIGNS

DATE/S	EVENT
1	New Year’s Day
5-8	New Year Sale

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

SUN	MON	TUE	WED	THU	FRI	SAT

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

Define your marketing goal for the month, such as growing your email list by 10% or increasing traffic to your Etsy store.

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

Define your marketing goal for the month, such as highlighting a new product offering, driving pre-orders, or celebrating your unique style.

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

MAY

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

SUN	MON	TUE	WED	THU	FRI	SAT

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

JULY

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT

GOAL THIS MONTH

KEY DATES & CAMPAIGNS

DATE/S	EVENT

CONTENT TYPE

- Image Post
- Short Form Video
- Long Form Video
- Carousel Post
- Blog
- Email
- Text Post
- Other

INSPIRATION & IDEAS

Add ideas, inspiration photos or links to content that has performed well in the past. Use these ideas to inform your content planning.

MONTHLY TASKS

Outline the monthly tasks required for creating and publishing content each month. Review this table regularly to adjust and improve.

TASK	TIME REQUIRED	PRIORITY	OUTSOURCE	NOTES
Film footage for short form videos	3 hours	High	No	
Edit video footage	2 hours	High	Yes	
Write blog draft	2 hours	Medium	No	Outsource in future?

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UNIVERSITY

Follow PrintsWell on Instagram and YouTube for ongoing content inspiration, industry insights, and community support.

Happy Planning!