



CONTENT CALENDAR

January - December 2026



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

| | | | |
|--|--|--|--|
| <p>TARGET AUDIENCE(S)</p> <hr/> <p>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?</p> | | | |
| <p>SEASONAL DRIVE PERIODS</p> <hr/> <p>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?</p> | | | |
| <p>BALANCING BRAND AND PRODUCT</p> <hr/> <p>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?</p> | | | |



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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

CONTENT TYPE

| DATE/S | EVENT |
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| 1 | New Year's Day |
| 5-8 | New Year Sale |
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-  Image Post
-  Short Form Video
-  Long Form Video
-  Carousel Post
-  Blog
-  Email
-  Text Post
-  Other



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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

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- Image Post
- Short Form Video
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- Carousel Post
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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

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- Short Form Video
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GOAL THIS MONTH

KEY DATES & CAMPAIGNS

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GOAL THIS MONTH

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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.





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

Happy Planning!

