

MARKETING CONTENT CALENDAR TEMPLATE EXAMPLE

YEAR

2028

PREPARED BY:

Carsten Roderich

Update the monthly calendar below to match the dates and month the current year. Update the key and campaign categories to suit your needs.

JANUARY

SUN	MON	TUE	WED	THURS	FRI	SAT	KEY
26	27 Video presentation	28 Facebook ads post - Ad and video	29 Client post	30 SEO how-to	31 SEO how-to	1	Marketing
	Launch	Launch	Event	On-going Campaign	On-going Campaign		Launch
2	3 SEO how-to	4 SEO how-to	5 SEO how-to	6 SEO how-to	7 Client post	8	On-going Campaign
	On-going Campaign	On-going Campaign	On-going Campaign	On-going Campaign	Event		Event
9	10	11	12 Video	13 Video	14 Video	15	
			Launch	Launch	Launch		
16	17	18 Case study analysis	19	20	21	22	
		Launch					
23	24	25	26	27	28	29	

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Library of Congress. Copyright Office

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the Library of Congress text.

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Social Media Strategy Keith A. Quesenberry, 2024-02-12 The fourth edition of Social Media Strategy is an essential step by step blueprint for innovating change supporting traditional marketing advertising and PR efforts and leveraging consumer influence in the digital world With a completely integrated marketing advertising and public relations framework Keith Quesenberry's up to date textbook goes beyond tips and tricks to systematically explore the unique qualities challenges and opportunities of social media Students learn core principles and proven processes to build unique social media plans that integrate paid earned shared and owned media based on business objectives target audiences big ideas and social media categories This classroom and industry proven text has been updated with a new infographics and concise reading sections with frequent tables checklists and templates New and updated case studies in each chapter engage students in contemporary examples from small businesses large corporations and non profit organizations Focusing on cross disciplinary strategic planning content creation and reporting this accessible and highly practical text is an essential guide for students and professionals alike Features Each chapter includes a preview chapter objectives case studies pull quotes video links bulleted lists infographics tables and templates Chapters end with a chapter checklist key terms and definitions and Experiential Learning sections with questions exercises and Discover and Explore activities Keywords are bolded and defined in the text at the end of each chapter and in a comprehensive glossary Template worksheets for key strategy components with business context examples New to the Fourth Edition Fully redesigned robust graphics engage students visually New figures include average online advertising costs uses of AI in social media and the latest generative AI integrations by company and platform Fact sheets for each social media platform provide essential data for easy reference Data includes daily and monthly user activity main user demographics advertising CPC and CPM and content insights Recurring College Cupcakes business example allows students to follow a strategic process in context Appendix with a list of practical resources to keep students current in the world of social media recommended professional certifications personal branding and a section on the negative effects of social media on mental health and society Instructor Support Materials <https://textbooks.rowman.com/quesenberry4e> Test banks Template worksheets Case Briefs Sample syllabi PowerPoint slides Student Flashcards Find additional templates and social media strategy updates on the author's blog <https://www.postcontrolmarketing.com> **CD-ROMs in Print**, 2003 Launch A Business Nobody Can Ignore: Bold Positioning That Wins Loud Markets Sybex Books, 2025-06-23 In today's noisy world being good isn't enough you have to be unmistakable Launch A Business Nobody Can Ignore is the no BS guide to launching a brand that slices through distraction grabs attention fast and positions you as a category of one Forget generic offers and polite messaging This book teaches you how to step into bold positioning that makes people stop scrolling lean in and take action No more blending in No more wondering why your brilliant offer gets overlooked Whether you're a coach consultant course creator or service pro if you're ready to launch or relaunch your

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Nonprofit Fundraising 101 Darian Rodriguez Heyman, 2015-12-29 Raise more money for your cause Based on expert advice and insights from a variety of respected industry experts Nonprofit Fundraising 101 is an essential text for nonprofit professionals volunteers activists and social entrepreneurs who want to leverage best practices to promote their cause Built upon the success of the best selling Nonprofit Management 101 this easy to digest book provides practical comprehensive guidance for nonprofit fundraising around the globe With tips and tools expert advice and real world insights from almost fifty industry leaders this robust resource addresses the entire spectrum of fundraising for nonprofits including Planning hiring and tracking progress Individual donors major gifts events and direct mail Board and volunteer engagement Foundation and government grants Corporate partnerships Online and email fundraising Social media and mobile crowdfunding Earned income and social enterprise Written by and for front line practitioners and geared towards a global audience of emerging and established leaders this field guide offers step by step formulas for success Nonprofit Fundraising 101 features a foreword by fundraising guru and Soul of Money author Lynne Twist insights from notable non profit professionals such as CNN's Van Jones and an afterword by Kiva.org Co Founder President Premal Shah This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge and advice for organizations of all sizes and focus Chapters are brief and easily digestible featuring extensive resources for additional learning concrete best practices and pitfalls to avoid Enjoy this must read manual to learn tried and true ways to raise more money for your cause nonprofit or charity

Entrepreneur to Author Scott A. MacMillan, 2020-10-06 Small business owners are struggling to stand out in authority driven fields They're losing deals to the competition getting ignored by the media and missing out on partnerships that could change the trajectory of their business Increasingly entrepreneurs realize that authorship can help by building authority generating quality leads and providing IP that lets them efficiently scale their business But most aren't confident in their ability to become an author until now In Entrepreneur to Author you'll learn The secret to a book strategy that's in lock step with your business strategy How to efficiently plan write test and refine a high quality manuscript so you can tend to your business family and personal priorities The ins and outs of getting your book published including publishing models costs book formats and distribution channels The foundational strategy for building authority and the three monetization strategies you can use to grow your business with your book Using analytical business minded concepts you'll gain confidence in your ability to become an outstanding first time author and in your book's ability to build your authority and

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