

Marketing Content Ideas

MONTH ONE

Week 1:

- Social Media: Introduce your brand and share your story.
- Email Campaign: Welcome email with an introduction to your services/products and a special offer.

Week 2:

- Social Media: Share a behind-the-scenes post.
- Email Campaign: Highlight a product/service with a customer testimonial.

Week 3:

- Social Media: Educational post (e.g., tips, how-to, or industry insights).
- Email Campaign: Share a success story or case study.

Week 4:

- Social Media: Share a promotion or limited-time offer.
- Email Campaign: End-of-month roundup or best-of content.

MONTH TWO

Week 1:

- Social Media: Share a team member spotlight or business milestone.
- Email Campaign: Send an educational email with actionable tips.

Week 2:

- Social Media: Share a customer review or testimonial.
- Email Campaign: Highlight a specific product/service with a special offer.

Week 3:

- Social Media: Post a poll or interactive content.
- Email Campaign: Share a 'behind the scenes' or business update.

Week 4:

- Social Media: Share a before-and-after or transformation story.
- Email Campaign: Promote a sale or event.

MONTH THREE

Week 1:

- Social Media: Share a fun fact or myth-busting post related to your industry.
- Email Campaign: Spring into the new season with a fresh offer or update.

Week 2:

- Social Media: Share a video or reel demonstrating your product/service.
- Email Campaign: Highlight a customer testimonial or share a new blog post.

Week 3:

- Social Media: Create a themed post around a relevant holiday or awareness day.
- Email Campaign: Send a mid-month check-in with helpful insights or news.

Week 4:

- Social Media: Share user-generated content or a customer shout-out.
- Email Campaign: Recap the month with highlights and upcoming news.

This calendar provides a balanced mix of promotional, educational, and engaging content to keep your audience interested and build brand loyalty. Let me know if you'd like me to tailor it further to a specific industry or goal!