



STRATEGIC MARKETING PLANNER

CONTENT CALENDAR

Month	Content Theme	Content Type	Publication Schedule
JAN			
FEB			
MAR			
APR			
MAY			

TARGET AUDIENCE

Target Audience Profile

Demographics

Psychographics

Pain Points

MARKETING GOALS AND OBJECTIVES

Goals

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-
-
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Objectives

KPIs

MARKETING CHANNELS

Marketing Channel

Tactics/
Activities

Timeline

Budget Allocation