

## MAKE A COPY OF THIS SPREADSHEET

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### Here you will find 5 worksheets:

**1. An annual worksheet with ideas for events and actions for 2023**

The monthly spreadsheets are for the month of January 2023. Each month you must add new lines and fill them with the dates for that month. We recommend that you keep the previous events to create a historic of everything that has been done in your Digital Marketing strategy.

The examples that are already filled in the tabs are only internal examples of Rock Content. You should complete the spreadsheets with your own information. Feel free to delete columns that are not useful to you.

**2. Four monthly worksheets covering the following areas:**

content, social networks, email marketing and lead magnets.

**3. Last but not least: don't give up!**

Frequency and recording of your efforts are essential for the success of your strategy :)

### GET QUALITY CONTENT FOR YOUR CALENDARS!

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## 2023 ANNUAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
COMMEMORATIVE DATES	New Year's Day: January 1st	Valentine's Day: February 14	Daylight Saving Time starts: March 13	Good Friday: April 15	Mother's Day: May 14	Father's Day: June 18
	Martin Luther King Jr. Day: January 16	President's Day: February 20	St Patrick's Day: March 17	Easter: April 17	Memorial Day: May 29	Juneteenth: June 18
IDEAS						
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COMMEMORATIVE DATES	Independence Day: July 4		Labor Day: September 4	Columbus Day: October 10	Daylight Saving Time ends: November 6	Christmas: December 25
				Halloween: October 31	Veterans' Day: November 10	New Year's Eve: December 31
					Thanksgiving: November 23	
					Black Friday: November 25	
IDEAS						

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
COMMEMORATIVE DATES	New Year's Day: January 1st	Valentine's Day: February 14	Daylight Saving Time starts: March 13	Good Friday: April 7	Mother's Day: May 14	Father's Day: June 18
			St Patrick's Day: March 17	Easter: April 9	Victoria Day: May 22	
IDEAS						
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COMMEMORATIVE DATES	Canada Day: July 1		Labor Day: September 4	Thanksgiving: October 9	Daylight Saving Time ends: November 6	Christmas: December 25
				Halloween: October 31	Remembrance Day: November 11	New Year's Eve: December 31
					Black Friday: November 25	
IDEAS						

# JANUARY - BLOG POSTS

Publication date	Title	Keyword	Volume	Size	Author	Written?	Reviewed?	Scheduled?	Promoted?
Week 1									
Sunday, January 1, 2023						No	No	No	No
Monday, January 2, 2023						No	No	No	No
Tuesday, January 3, 2023						No	No	No	No
Wednesday, January 4, 2023						No	No	No	No
Thursday, January 5, 2023						No	No	No	No
Friday, January 6, 2023						No	No	No	No
Saturday, January 7, 2023						No	No	No	No
Week 2									
Sunday, January 8, 2023						No	No	No	No
Monday, January 9, 2023						No	No	No	No
Tuesday, January 10, 2023						No	No	No	No
Wednesday, January 11, 2023						No	No	No	No
Thursday, January 12, 2023						No	No	No	No
Friday, January 13, 2023						No	No	No	No
Saturday, January 14, 2023						No	No	No	No
Week 3									
Sunday, January 15, 2023						No	No	No	No
Monday, January 16, 2023						No	No	No	No
Tuesday, January 17, 2023						No	No	No	No
Wednesday, January 18, 2023						No	No	No	No
Thursday, January 19, 2023						No	No	No	No
Friday, January 20, 2023						No	No	No	No
Saturday, January 21, 2023						No	No	No	No
Week 4									
Sunday, January 22, 2023						No	No	No	No
Monday, January 23, 2023						No	No	No	No
Tuesday, January 24, 2023						No	No	No	No
Wednesday, January 25, 2023						No	No	No	No
Thursday, January 26, 2023						No	No	No	No
Friday, January 27, 2023						No	No	No	No
Saturday, January 28, 2023						No	No	No	No
Week 5									
Sunday, January 29, 2023						No	No	No	No
Monday, January 30, 2023						No	No	No	No
Tuesday, January 31, 2023						No	No	No	No



## JANUARY - SOCIAL MEDIA

Date	Hour	Published?	Responsible	URL	Facebook	Twitter	LinkedIn	Google+	Instagram	Goal	Status
January 13, 2023	13:00	No									
	15:00	No									
	17:00	No									
	19:00	No									
Saturday											
January 14, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
January 15, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Sunday											
January 16, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Monday											
January 17, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Tuesday											
January 18, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Wednesday											
January 19, 2023	09:00	No									
	13:00	No									
	15:00	No									
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Thursday											
January 20, 2023	09:00	No									
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	15:00	No									
	17:00	No									
Friday											
January 21, 2023	09:00	No									
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	15:00	No									
	17:00	No									
Saturday											
January 22, 2023	09:00	No									
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	15:00	No									
	17:00	No									
Sunday											
January 23, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Monday											
January 24, 2023	09:00	No									
	13:00	No									
	15:00	No									
	17:00	No									
Tuesday											
January 25, 2023	09:00	No									
	13:00	No									
	15:00	No									
Wednesday											







