MAKE A COPY OF THIS SPREADSHEET MAKE A COPY Go to "File" > "Make a copy" OR DOWNLOAD: Go to "File" > "Download"

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!

Hire the best freelancers with content intelligence. Meet WriterAccess by Rock Content!

TRY 14 DAYS FREE

2023 ANNUAL CALENDAR											
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE					
COMMEMORATIVE	New Year's Day: January 1st	Valentine's Day: February14	Daylight Saving Time starts: March 13	Good Friday: April 15	Mother's Day: May 14	Father's Day: June 18					
DATES	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	Junetheenth: June 18					
IDEAS											
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER					
	Independence Day: July 4		Labor Day: September 4	Columbus Day: October 10	Daylight Saving Time ends: November 6	Christmas: December 25					
COMMEMORATIVE DATES				Halloween: October 31	Veterans' Day: November 10	New Year's Eve: December 31					
DATES					Thanksgiving: November 23						
-					Black Fiday: November 25						
IDEAS											

	2023 ANNUAL CALENDAR											
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE						
COMMEMORATIVE	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						
DATES			St Patrick's Day: March 17	Easter: April 9	Victoria Day: May 22							
IDEAS												
IDEAS												
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER						
	Canada Day: July 1		Labor Day: September 4	Thanksgiving: October 9	Daylight Saving Time ends: November 6	Christmas: December 25						
COMMEMORATIVE DATES				Halloween: October 31	Remembrance Day: November 11	New Year's Eve: December 31						
DAILS					Black Fiday: November 25							
IDEAS												
IDEAS												

	JANUARY - BLOG POSTS											
Publication date	Title	Keyword	Volume	Size	Author	Written?	Reviewed?	Scheduled?	Promoted?			
			Week 1		-			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		·		<u> </u>					
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
	09:00	No	Name	http://	Sunday x	,	x		x	Leads	Schedule
	13:00	No									
January 1, 2023	15:00	No									
F	17:00 19:00	No No									
	19.00	INO			Monday	,					
	09:00	No									
	13:00	No									
January 2, 2023	15:00	No									
F	17:00 19:00	No No									
					Tuesday	1					
_	09:00	No									
January 2, 2022	13:00	No									
January 3, 2023	15:00 17:00	No No									
-	19:00	No									
					Wednesda	ay					
F	09:00	No									
January 4, 2023	13:00 15:00	No No			-						
	17:00	No									
	19:00	No									
	00-02	Ne			Thursda	у					
F	09:00	No No									
January 5, 2023	15:00	No									
	17:00	No									
	19:00	No									
	00:00	No			Friday						
-	09:00 13:00	No No									
January 6, 2023	15:00	No									
	17:00	No									
	19:00	No		_	0-4						
	09:00	No			Saturday	/					
	13:00	No									
January 7, 2023	15:00	No									
-	17:00	No									
	19:00	No			Sunday	,					
	09:00	No			Cunady						
	13:00	No									
January 8, 2024	15:00	No									
F	17:00 19:00	No No									
	10.00	110			Monday						
	09:00	No									
	13:00	No									
January 9, 2023	15:00 17:00	No No			-						
F	19:00	No									
					Tuesday	1					
F	09:00	No									
January 10, 2023	13:00 15:00	No No									
	17:00	No									
	19:00	No									
	00.00	Ne			Wednesd	ay					
ŀ	09:00	No No			-						
January 11, 2023	15:00	No			+						
	17:00	No									
	19:00	No									
	09:00	No			Thursda	у					
F	13:00	No									
January 12, 2023	15:00	No									
	17:00	No									
	19:00	No									
	09:00	No			Friday						

				JANUA	ARY - SO		DIA				
Date	Hour	Published?	Responsible	URL	Facebook	Twitter	LinkedIn	Google+	Instagram	Goal	Status
	13:00	No									
January 13, 2023	15:00	No No									
-	17:00 19:00	No									
	10.00	110			Saturda	у					
	09:00	No									
Laura 44,0000	13:00	No									
January 14, 2023	15:00	No									
-	17:00 19:00	No No									
	19.00	140			Sunday	/					
	09:00	No									
	13:00	No									
January 15, 2023	15:00	No									
-	17:00	No									
	19:00	No			Monday	,					
	09:00	No			monuay						
Į	13:00	No									
January 16, 2023	15:00	No									
	17:00	No									
	19:00	No			Tuesday						
	09:00	No			Tuesday						
ł	13:00	No									
January 17, 2023	15:00	No									
[17:00	No									
	19:00	No									
	00:00	No			Wednesd	ay		1	1		1
January 18, 2023	09:00	No									
	15:00	No									
	17:00	No									
	19:00	No									
					Thursda	У	1	1	1		1
-	09:00	No No									
January 19, 2023	15:00	No									
,	17:00	No									
	19:00	No									
ſ		-	r		Friday		T	T	,	r	1
-	09:00	No									
January 20, 2023	13:00 15:00	No No									
oundary 20, 2020	17:00	No									
-	19:00	No									
					Saturda	у					
	09:00	No									
1	13:00	No									
January 21, 2023	15:00 17:00	No No									
ł	19:00	No									
					Sunday	/	·	·			
	09:00	No									
	13:00	No									
January 22, 2023	15:00	No									
ł	17:00 19:00	No No									
	13.00				Monday	/	l	l			
									1		
	09:00	No									
	13:00	No									
January 23, 2023	13:00 15:00	No No									
January 23, 2023	13:00 15:00 17:00	No No No									
January 23, 2023	13:00 15:00	No No									
January 23, 2023	13:00 15:00 17:00 19:00	No No No No			Tuesday	y					
January 23, 2023	13:00 15:00 17:00 19:00 09:00	No No No				y					
January 23, 2023	13:00 15:00 17:00 19:00	No No No No No				y					
	13:00 15:00 17:00 19:00 09:00 13:00 15:00 17:00	No No No No No No No				/					
	13:00 15:00 17:00 19:00 09:00 13:00 15:00	No No No No No No			Tuesday						
	13:00 15:00 17:00 19:00 09:00 13:00 15:00 15:00 17:00 19:00	No No No No No No No No									
	13:00 15:00 17:00 19:00 09:00 13:00 15:00 17:00	No No No No No No No			Tuesday						

JANUARY - SOCIAL MEDIA											
Hour	Published?	Responsible	URL	Facebook	Twitter	LinkedIn	Google+	Instagram	Goal	Status	
17:00	No										
19:00	No										
				Thursda	У						
09:00											
13:00	No										
15:00											
17:00	No										
19:00	No										
				Friday							
09:00	No										
13:00	No										
15:00	No										
17:00	No										
19:00	No										
				Saturday							
09:00	No										
13:00	No										
15:00	No										
17:00	No										
19:00	No										
				Sunday	,						
09:00	No										
	No										
	No										
17:00	No										
19:00	No										
				Monday		·					
09:00	No										
15:00	No										
	No										
				Tuesday							
09:00	No			1405443							
19:00	No										
	17:00 19:00 13:00 13:00 15:00 17:00 19:00 09:00 13:00 15:00 17:00 19:00 09:00 13:00 15:00 17:00 19:00 13:00 15:00 17:00 19:00 13	Image 17:00 No 19:00 No 13:00 No 13:00 No 13:00 No 15:00 No 17:00 No 17:00 No 19:00 No 19:00 No 19:00 No 13:00 No 17:00 No 17:00 No 17:00 No 17:00 No 19:00 No 19:00 No 13:00 No <	No No 17:00 No Intervention 09:00 No Intervention 13:00 No Intervention 13:00 No Intervention 13:00 No Intervention 13:00 No Intervention 17:00 No Intervention 09:00 No Intervention 13:00 No Intervention 13:00 No Intervention 15:00 No Intervention 17:00 No Intervention 13:00 No	Hour Published? Responsible URL 17:00 No 19:00 No 09:00 No 13:00 No 13:00 No 15:00 No 17:00 No 19:00 No 13:00 No 13:00 No 13:00 No 13:00 No 17:00 No 13:00 No <td< td=""><td>HourPublished?ResponsibleURLFacebook17:00No19:00No09:00No13:00No15:00No17:00No19:00No17:00No17:00No19:00No19:00No17:00No17:00No17:00No17:00No17:00No17:00No17:00No17:00No19:00No19:00No19:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No<</td><td>HourPublished?ResponsibleURLFacebookTwitter17:00No<!--</td--><td>HourPublished?ResponsibleURLFacebookTwitterLinkedIn17:00NoIIIII17:00NoIIIII19:00NoIIIII15:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIII<td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+17:00NoInternational Stress Stre</td><td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+Instagram17:00NoIII<t< td=""><td>HourPublished?ResponsibleURLFacebookTwitterLinkedinGoogle+InstagramGoal17:00NoII</td></t<></td></td></td></td<>	HourPublished?ResponsibleURLFacebook17:00No19:00No09:00No13:00No15:00No17:00No19:00No17:00No17:00No19:00No19:00No17:00No17:00No17:00No17:00No17:00No17:00No17:00No17:00No19:00No19:00No19:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No11:00No<	HourPublished?ResponsibleURLFacebookTwitter17:00No </td <td>HourPublished?ResponsibleURLFacebookTwitterLinkedIn17:00NoIIIII17:00NoIIIII19:00NoIIIII15:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIII<td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+17:00NoInternational Stress Stre</td><td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+Instagram17:00NoIII<t< td=""><td>HourPublished?ResponsibleURLFacebookTwitterLinkedinGoogle+InstagramGoal17:00NoII</td></t<></td></td>	HourPublished?ResponsibleURLFacebookTwitterLinkedIn17:00NoIIIII17:00NoIIIII19:00NoIIIII15:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIIII19:00NoIIII <td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+17:00NoInternational Stress Stre</td> <td>HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+Instagram17:00NoIII<t< td=""><td>HourPublished?ResponsibleURLFacebookTwitterLinkedinGoogle+InstagramGoal17:00NoII</td></t<></td>	HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+17:00NoInternational Stress Stre	HourPublished?ResponsibleURLFacebookTwitterLinkedInGoogle+Instagram17:00NoIII <t< td=""><td>HourPublished?ResponsibleURLFacebookTwitterLinkedinGoogle+InstagramGoal17:00NoII</td></t<>	HourPublished?ResponsibleURLFacebookTwitterLinkedinGoogle+InstagramGoal17:00NoII	

				JANUAR'	Y - EMAIL MA	RKETING						
Send date	Send time	Content/copy complete?	Key Goal/KPI		Subject Line	Email Type	Target Audience	QA Complete?	Proof/Review Complete?	Key Owner	QA Owner	Reviewers/St akeholders
					Week 1							
Sunday, January 1, 2023												
Monday, January 2, 2023												
Monday, January 2, 2023												
Tuesday, January 3, 2023												
Wednesday, January 4, 2023												
Thursday, January 5, 2023												
Friday, January 6, 2023												
Saturday, January 7, 2023												
					Week 2							
Sunday, January 8, 2023												
Monday, January 9, 2023												
Tuesday, January 10, 2023												
Wednesday, January 11, 2023												
Thursday, January 12, 2023												
Friday, January 13, 2023												
Saturday, January 14, 2023												
					Week 3							1
Sunday, January 15, 2023												
Monday, January 16, 2023												
Tuesday, January 17, 2023												
Wednesday, January 18, 2023												
Thursday, January 19, 2023												
Friday, January 20, 2023												1
Saturday, January 21, 2023												
					Week 4							
Sunday, January 22, 2023												
Monday, January 23, 2023												
Tuesday, January 24, 2023												
Wednesday, January 25, 2023												
Thursday, January 26, 2023												
Friday, January 27, 2023												
Saturday, January 28, 2023												
					Week 5							
Sunday, January 29, 2023		I										T
Monday, January 30, 2023												
Tuesday, January 31, 2023		1				1						1

	JANUARY - LEAD MAGNETS												
Date of Release	Title	Туре	Guidelines	Content	Grammar review	Design	Partner approval (when co- marketing)	Landing Page	Funnel Stage				
January 2, 2023								https://					
January 3, 2023													
January 4, 2023													
January 5, 2023													
January 6, 2023													
January 7, 2023													
January 8, 2023													