

DIGITAL MARKETING PLANNER

2025 & 2026



Example Month 2025							
Month's content topic:	Growth Mindset & Habits						
Month's main goal:	Gain more followers than during last month						
This month I'm learning:	Sales, improving my client's experience						
Personal growth:	Spend more quality time with the family, read everyday						
Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Important:							
Blog Post		Why developing a growth mindset is important?					
Newsletter			3 Ways to Stimulate Growth Mindset				
Facebook	MEME about habits	Share a blog post		My personal story about developing a growth habit		Share old post for related article	
X (Twitter)			Share inspiring story of someone switching to a good habit		Share a quote about mindset		Share your struggle when switching to a new habit
Instagram Post		Personal tips on switching habits		Why growth mindset is important to me?		Why switching to a new habit can be hard?	
Instagram Stories	GAA	Introduce this month's topic, share why it's important to you	Share your personal mindset goals for the month	Ask your audience a question - share answers	Share a book you're currently reading	Q&A	
BONUS content				Instagram REELS: why growth mindset matters?			
Learning			Watch a TED talk / youtube videos on this topic		Online e-course on sales (at least 30 mins)		
Personal growth	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes
Fun	Family trip					Movie night	
Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Important:				SALE: post all of products			
Blog Post		Why developing a growth mindset is important?					
Newsletter			3 Ways to Stimulate Growth Mindset	SALE announcement			
Facebook	MEME about habits	Share a blog post		SALE announcement	My personal story about developing a growth habit		
X (Twitter)			Share inspiring story of someone developing a growth mindset	SALE announcement			Share your struggle when switching to a new habit
Instagram Post		Personal tips on switching habits	Why growth mindset is important to me?	SALE announcement			
Instagram Stories	GAA	Introduce this month's topic, share why it's important to you		SALE announcement	Ask your audience a question - share answers	Q&A	
BONUS content			Instagram REELS: why growth mindset matters?	Instagram LIVE about your products			
Learning			Listen to a podcast on the topic		Online e-course on sales (at least 30 mins)		
Personal growth	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes	Read for at least 30 minutes
Fun				Dance night			Family trip
Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Important:				SALE: 2-day			
Blog Post		Why developing a growth mindset is important?					

