



2024 Content Marketing Calendar: Guidebook

Map and track your social media posts with this free marketing planner.



MONTH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Holiday		New Product Launch Paid Campaign	Paid Campaign	Paid Campaign	
		Blog Post	Webinar		Holiday	
	Paid Campaign	Paid Campaign	Paid Campaign	Paid Campaign	Paid Campaign	
		Holiday				
	Paid Campaign	Paid Campaign	Paid Campaign	Paid Campaign	Paid Campaign	
		Blog Post	Webinar			
	Resource		Holiday			



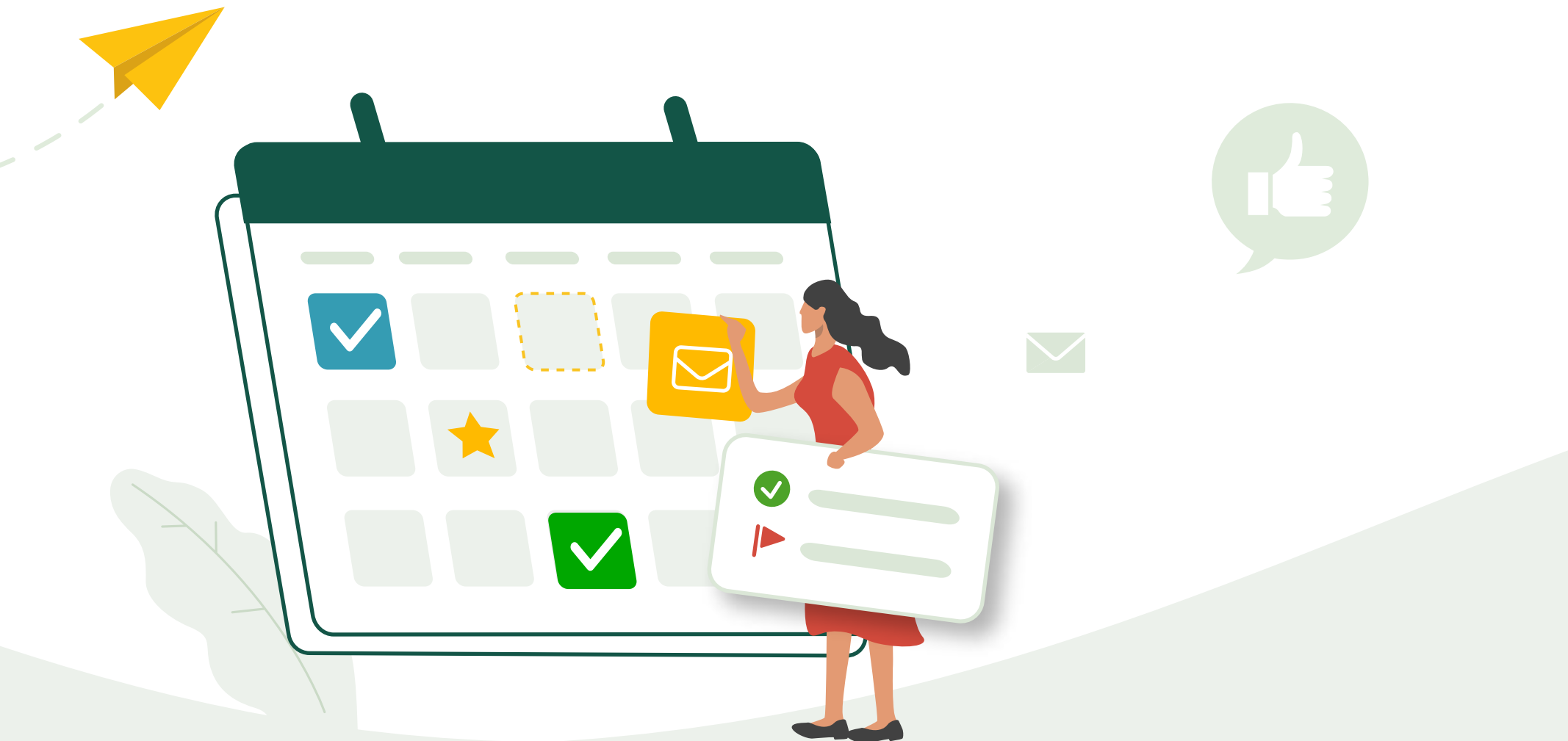
Introduction

This content calendar for social media allows you to plan ahead, streamline campaign coordination, boost reach, and amplify your overall content strategy.

With a monthly calendar, production inventory and

performance tracking sections for key content, it's your complete toolkit.

For ease of use, this guide breaks down each tab, offering productivity tips and tricks.





3 Benefits of the Content Marketing Calendar

Structured planning:

The template provides a clear framework with monthly calendars, helping you to strategise and schedule content well in advance.

Efficient content organisation:

The table format for content inventory ensures seamless tracking of content types, highlights, and statuses.

Improved collaboration:

The organised layout makes team collaboration easy, ensuring everyone stays aligned on content creation and publishing schedules.

[Download our \[2024\] Content Calendar Template here](#)



Monthly Content Marketing Planner

Effortlessly map out your monthly social media journey with this calendar.

Schedule campaigns, special occasions, and content promotion on social platforms on specific days or weeks.

Take a look at the above example of a monthly planning calendar. The type key will be in the top right corner, feel free to adapt it to your content needs.

You will find a tab for each month of the year with predefined international holidays.

[Download our \[2024\] Content Calendar Template here](#)

Monthly Performance Tracking

Gain valuable insights into the impact of your social media efforts. This table is your reference tool to measure the effectiveness of each post.

1. Push title:

Enter the title or a short description of the post. This helps you identify the content at a glance.

2. Channel:

Specify the social media platform on which the post was published (e.g. X, LinkedIn, Instagram). This helps you track performance on each network.

3. Engagement %:

Calculate the engagement percentage by dividing the total number of engagements (likes, comments, shares) by the total number of impressions and then multiply it by 100. This reveals the success rate of the content.

MONTHLY PERFORMANCE ⚡				
PUSH	CHANNEL	ENGAGEMENT %	CTR %	IMPRESSIONS
<i>Data Privacy Day</i>	<i>LinkedIn</i>	<i>18,51%</i>	<i>17,79%</i>	<i>1248</i>



4. CTR (click-through rate):

For posts with a link, calculate the CTR by dividing the number of clicks by the total number of impressions and multiply it by 100. This lets you know the effectiveness of the post in generating clicks.

5. Number of impressions:

Records the total number of times the post was shown to users. This provides information about the visibility of your content.

With this overview, you can adjust your content strategy for optimal performance.

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CONTENT INVENTORY

CONTENT TITLE	TYPE	LINK	HIGHLIGHT	STATUS
GDPR 2023: Updates, risks and how to protect your personal data	Blog	https://www.efficacy.com/gdpr-updates/	The record for the highest GDPR fine in 2022 goes to an American company, Meta, with several fines, €405 million, €210 million, and €17 million by Irish authorities and a €60 million fine from the French Data Protection Authority.	PUBLISHED
A Guide to Conversion Rate Optimisation (CRO)	Blog	https://www.efficacy.com/conversion-rate-optimisation-cro/	Conversion Rate Optimisation (CRO), the best-performing marketing teams know how to get the most leads out of existing traffic.	PUBLISHED

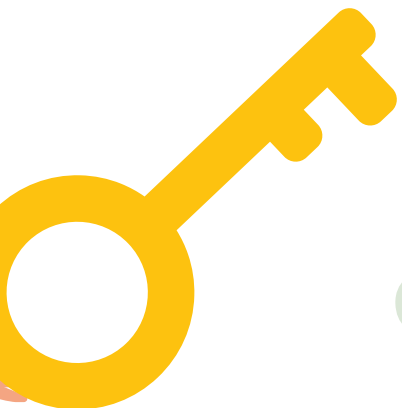
Content Inventory Tab

Here is the Content Inventory tab, a strategic hub within the spreadsheet.

As your content marketing strategy evolves, you'll accumulate a store of compelling pieces ready to resurface on social media.

Keep everything well organised here so you're always ready with shareable material on hand.

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Final Touches

Congratulations on unlocking the potential of our Content Marketing Calendar Template!

You now have a toolkit that will enable you to fine-tune your content strategy. From planning engaging posts to tracking performance, this resource will empower you to conquer the world of content. But why stop there?

Improve your content strategy with the magic of marketing automation. Our tool integrates seamlessly into your workflow, streamlining tasks and maximising results.

Ready to see the difference? Unlock the potential of marketing automation with efficacy Marketing today and watch your business reach new heights.

[Get a free demo here!](#)

