



2025 Content Marketing Calendar: Guidebook

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



JANUARY* 						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 New Years Day Paid Campaign	2 International Stop Spam Day Paid Campaign	3 Product launch Paid Campaign	4 Paid Campaign	5 Paid Campaign
6 Paid Campaign	7 Blog Post Paid Campaign	8 Paid Campaign	9 Paid Campaign	10 Paid Campaign	11 International Thank-You Day Paid Campaign	12 Paid Campaign
13 Paid Campaign	14 Paid Campaign	15 Paid Campaign	16 Get To Know Your Customers Day Paid Campaign	17 Paid Campaign	18 Paid Campaign	19 Paid Campaign
20 Resource download	21 Blog Post	22 Webinar	23	24	25	26
27	28 Data Privacy Day	29 Chinese New Year	30	31		



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.



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.

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.

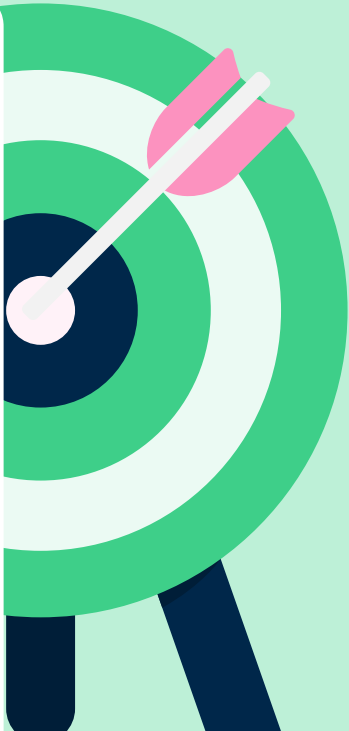
2. Channel:

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
Data Privacy Day	LinkedIn	18,51%	17,79%	1248



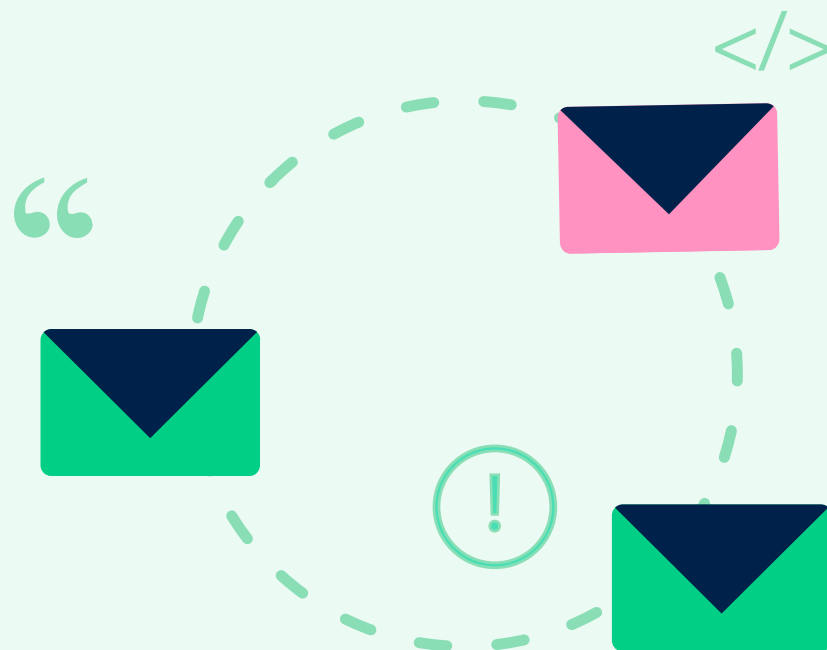
4. CTR (click-through rate):


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.



CONTENT INVENTORY 				
CONTENT TITLE	TYPE	LINK	HIGHLIGHT	STATUS
A Guide for Today's Email Marketer	Handbook	https://apsis.com/knowledge/resources/email-marketing-handbook	Email has been around for a long time, but it remains one of the most powerful tools for marketers everywhere. Discover what the future holds for Email in our complete guide to Email Marketing and learn all that a modern-day marketer needs to know. The guide explains everything from design best practices and building compliant lists, to a break-down of deliverability.	Published
APSIS AI Assistant	Blog	https://apsis.com/platform/ai-assistant	Empower your creativity while putting hours back into your week. Specialised in Email Marketing, the APSIS AI Assistant is your dedicated writing assistant, ready to help you create and Ideate impactful newsletters fast.	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.



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 efficy Marketing today and watch your business reach new heights.

[Get a free demo here!](#)

