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Content calendar template



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Weekly content plan



Date created

Period to cover

Week

MON	<div></div> <div></div> <div></div>
TUE	<div></div> <div></div> <div></div>
WED	<div></div> <div></div> <div></div>
THU	<div></div> <div></div> <div></div>
FRI	<div></div> <div></div> <div></div>
SAT	<div></div> <div></div> <div></div>
SUN	<div></div> <div></div> <div></div>

Target audience



Date created

Period to cover

Week

TARGET AUDIENCE

Who are you looking to reach? Think in terms of buyer personas: fictional profiles of ideal customers based on market and audience research.

KEY MESSAGES

What's the most important information you need to convey to the different sections of your audience?

SUPPORT AND RESOURCES

BLOG

[How to create a content marketing plan](#)

BLOG

[Content marketing masterclasses to help you grow your online business](#)

WEBINARS

[How to create high-impact marketing content that sells](#)
[Supercharging your content strategy fast](#)
[Foundations of digital marketing success](#)

TECH HUB

Get free guidance and recommendations on the perfect digital tools for your content marketing with Enterprise Nation's [Tech Hub](#).

MORE

Discover more support and resources [here](#)



PERSONA

1

2

3

Social media content



Date created

Period to cover

Week

PLATFORM		Facebook	X	TikTok	Instagram	YouTube	LinkedIn	Pinterest	Other
GOAL(S)									
MON	AM								
	PM								
TUE	AM								
	PM								
WED	AM								
	PM								
THU	AM								
	PM								
FRI	AM								
	PM								
SAT	AM								
	PM								
SUN	AM								
	PM								

Website content



Date created

Period to cover

Week

CONTENT								
GOAL(S)								
MON								
TUE								
WED								
THU								
FRI								
SAT								
SUN								