



Digital Marketing Calendars

Mindy Hanson, Wild Iris Marketing

Mindy@WildIrisMarketing.com

www.WildIrisMarketing.com

Benefits of a Digital Marketing Calendar

- Consistency in Content
- Better Time Management
- Alignment with Business Goals
- Enhanced Planning and Coordination



Understanding Your Audience

- Identify Your Target Audience
- Overview of Customer Personas
 - Current Client
 - Desired Client



Setting SMART Marketing Goals

- Aligning marketing goals with business objectives
- **SMART**
 - **S**pecific
 - **M**easurable
 - **A**chievable
 - **R**elevant
 - **T**ime-bound



Key Components of a Marketing Calendar

- Content Themes and Types
- Channels and Platforms
- Frequency and Timing



Tools for Building & Using Your Calendar

- Simple Tools: Google Calendar, Excel, Google Doc
- Templates
- Scheduling Tools



Let's Get to Work!

- How to Draft a One-Month Calendar
- Focus on a Specific Platform
 - (e.g., Social Media or Email)
- Be realistic



Quick Tips for Success

- Batch Content Creation
 - How to use AI appropriately
- Track and Adjust
 - Analytics tell the story
- Consistency is Key
- **Start Simple and Build Over Time**



Next Steps

- Commit to three months.
- Try it out! See what works and what doesn't for your business and yourself.
- Don't eat the elephant all at one time!

