

MONTHLY CONTENT CALENDAR

Campaign: Autumn Launch | Month: October 2023

Project Manager: _____

01	INSTAGRAM	Behind the Scenes: Meet the team morning routine.	Fast-cut 15s Reel with trending audio. Natural lighting.	"Comment 'TEAM'"	Draft
02	LINKEDIN	Thought Leadership: Why minimalism scales businesses.	High-res professional headshot (B&W filter).	Link in Bio	Scheduled
03	TWITTER/X	Poll: Favorite productivity tool of 2023?	Text-only poll with 4 options.	Cast Vote	Done
04	TIKTOK	Tutorial: 3 hacks for faster workflow.	Screen recording with voiceover narration.	Follow for more	Draft
05	FACEBOOK	Community: Weekend event announcement.	Graphic flyer using brand colors (Blue/White).	RSVP Link	Pending
06	NEWSLETTER	Deep Dive: Monthly Recap & Value Offer.	Custom header illustration. 3 Product photos.	Shop Now	Idea

GOALS FOR THE MONTH

- Increase engagement rate by 15%
- Promote the new Autumn Service Package
- Collaborate with 2 industry influencers

NOTES / HASHTAGS

#MinimalistStyle #Strategy2023 #DigitalGrowth #BrandAwareness