

# CONTENT CALENDAR

E-commerce Strategy | Month: \_\_\_\_\_

Target Audience: \_\_\_\_\_

DAY	CONTENT FOCUS & COPY	PLATFORM / FORMAT	VISUAL / ASSETS	CTA & ENGAGEMENT
Monday	<b>EDUCATION</b>  How-to guide: 3 ways to use our best-selling product.	Instagram Reel / TikTok	Minimalist video, soft lighting.	"Save for later"
Tuesday	<b>SOCIAL PROOF</b>  Customer spotlight & testimonial feature.	Facebook / Carousel	User-generated content photo.	"Shop the look"
Wednesday	<b>BEHIND SCENES</b>  Packaging orders or "Meet the Team" snippet.	Stories / LinkedIn	Candid, unedited mobile footage.	Poll: "Which color?"
Thursday	<b>PROMOTIONAL</b>  Limited time offer or bundle announcement.	Email + All Socials	High-res product flat-lay.	"Link in Bio"
Friday	<b>COMMUNITY</b>  Question of the week or weekend lifestyle post.	X / Thread / Stories	Aesthetic lifestyle image.	Reply below
Notes	Weekly Objectives / Key Metrics to Track: <ul style="list-style-type: none"><li>• Reach &amp; Impressions</li><li>• Conversion Rate (Link Clicks)</li><li>• Top Performing Asset</li></ul>			