

# 2024 SEASONAL STRATEGY PLANNER

Social Media Content & Campaign Roadmap

Business Name: \_\_\_\_\_

Primary Goal: \_\_\_\_\_

SEASON / QUARTER	KEY DATES & HOLIDAYS	CONTENT THEME & VISUALS	PROMOTIONAL OFFER
<b>Q1</b> Jan - Mar	New Year's Day Valentine's Day St. Patrick's Day	Fresh Starts Organization, wellness, and behind-the-scenes planning.	"New Year, New You" bundle or early spring discount.
<b>Q2</b> Apr - Jun	Easter Mother's Day Father's Day	Growth Vibrant colors, outdoor lifestyle, and gift guides.	Flash sales for gifting holidays.
<b>Q3</b> Jul - Sep	Independence Day Back to School Labor Day	Energy Summer adventures, preparation, and transition to fall.	End of summer clearance; BOGO deals.
<b>Q4</b> Oct - Dec	Halloween / BFCM Christmas New Year's Eve	Gratitude Cozy aesthetics, holiday magic, and year-end reviews.	Black Friday exclusive; Holiday gift wrapping.

**Notes & Hashtag Strategy**