

2026

Digital Marketing

Planner

for small businesses

PLAN. CREATE. GROW

This printable planner helps you organize your digital marketing strategy step by step

How to Use This Planner

1. Business Snapshot

Fill this once. Define your business, audience, and main goal.

2. Ideal Customer

Be specific. Think about their problem and online behavior.

3. Monthly Goals

Set one primary goal and one KPI. Keep your focus clear.

4. Content Strategy

Plan content types instead of posting randomly.

5. Weekly Planning

Choose weekly themes and stay consistent.

6. Monthly Planner

Mark important dates and top priorities.

7. To Do List

Break tasks into small steps. Update regularly.

TIP:

THIS PLANNER WORKS BEST WHEN USED CONSISTENTLY,
NOT PERFECTLY.



Business Snapshot

Start by defining the basics of your business

Logo:

Business name:

Website:

Sector:

Target audience:

Main goal (sales / visibility / leads):

Biggest challenge right now:

Ideal Customer (Mini Persona)

Who are you marketing to?

- Age range:
- Location:
- Problem:
- What they search on Google:
- Where they hang out (Instagram, Google Maps, TikTok):



Monthly Goals

- Primary goal:
- Secondary goal:
- KPI (followers, website visits, leads, sales):



Weekly Content Strategy

<div>TYPE</div> <div>DAY</div>	Educational	Promotional	Social Proof	Entertaining
S				
M				
T				
W				
T				
F				
S				

Content Themes for the Week:

Goals:

End-of-Week Insights

Monthly Planner

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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TOP PRIORITIES

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To Do List

TO DO

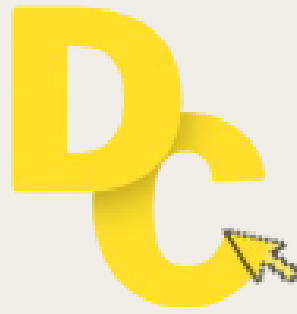
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DATE _____

NOTES

REMINDER

thank
★ you ★



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