

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #10 - The Campaign Calendar: What To Send And When To Send For Best Results

Some email marketers do just about everything by the seat of their pants. When they need to send an email, they pretty much come up with a topic right on the spot. And when they want to send a promo, they first have to figure out what to promote.

That's not a very wise way to run a mailing list. If you want to maximize your profits while saving yourself time, then you need to create a campaign calendar. Use this resource to help you plan out your publishing calendar.

NOTE: For this calendar, we're going to plan out a full year of content. You can do a six-month calendar if you prefer.

First, let's answer some questions...

How many emails do you intend to send on average per week?

When do you intend to launch new products? (*List each product you're launching this year, along with the launch date, any special offers for the launch, and when those special offers end.*)

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How many emails will you send for each of those product launches?

What specific sales do you intend to promote this year? List each product, the details of the sale, and the starting and ending date:

How many emails will you send for each sale/promo/event?

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What promos are you going to do for your partners? (*List the product and the time period you'll be promoting.*)

How many emails will you send for each of these promos?

What type of seasonal content do you intend to send? *E.G., Black Friday sales event, how-to information that's relevant to a specific season or time period, etc.*

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Are there any announcements you want to send to your list? For example, do you want to announce a contest, a webinar, etc.? If so, list them here, along with the dates you need to send these announcements:

What other information do you want to send to your list? *E.G., is there a tutorial you'd like to send to them? A freemium? Etc.* List here:

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Are any of the above items time-sensitive? If so, list the time period when you'd like to send them:

Is there anything else you can think of that you'd like to send to your list? If so, list them here along with dates if they are time-sensitive:

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Double check the notes below to see if any of the following applies to your specific business (*particularly relevant to US-based businesses*):

January:

- ⇒ Seasonal content around the New Year.
- ⇒ Content relevant to New Year's Resolutions
- ⇒ MLK Day observance

Insert other ideas that are relevant to your audience:

February:

- ⇒ Fun "Groundhog Day" content

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- ⇒ Seasonal content for Valentine's Day
- ⇒ Content for observance of President's Day
- ⇒ Super Bowl

Insert other ideas that are relevant to your audience:

March:

- ⇒ Mardi Gras
- ⇒ March Madness (basketball)
- ⇒ Seasonal spring content
- ⇒ Liz Tomez's Birthday

Insert other ideas that are relevant to your audience:

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April:

- ⇒ Seasonal content looking ahead to spring (*e.g., gardeners need to start planning*).
- ⇒ Spring break travel
- ⇒ Baseball season

Insert other ideas that are relevant to your audience:

May:

- ⇒ Seasonal content looking ahead to summer (*e.g., people who want to lose weight to get ready for the beach or start planning beach vacations*).
- ⇒ Memorial Day

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Insert other ideas that are relevant to your audience:

June:

- ⇒ Seasonal content looking ahead to summer (*e.g., this is the beginning of wedding season*)
- ⇒ Travel planning

Insert other ideas that are relevant to your audience:

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July:

- ⇒ Independence Day/4th of July content
- ⇒ Seasonal content for summer (*e.g., activities for kids*)
- ⇒ Hot weather content (*e.g., how to keep pets safe during hot weather*)

Insert other ideas that are relevant to your audience:

August:

- ⇒ Seasonal content for the end of summer (*e.g., last chance to plan a vacation*).
- ⇒ Seasonal content for parents who have children starting school soon.

Insert other ideas that are relevant to your audience:

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September:

⇒ Autumn-related seasonal content.

⇒ Labor Day content.

Insert other ideas that are relevant to your audience:

October:

⇒ Autumn content (e.g., harvesting, pumpkins, fall festivals, sweater weather).

⇒ Halloween content.

Insert other ideas that are relevant to your audience:

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November:

- ⇒ Thanksgiving content
- ⇒ Black Friday content
- ⇒ Cold weather content (*e.g., how to winterize an RV*)

Insert other ideas that are relevant to your audience:

December:

- ⇒ Christmas content
- ⇒ Hanukkah content
- ⇒ Continued holiday sales content

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⇒ Looking ahead to New Year's Resolutions (*certain niches*)

Insert other ideas that are relevant to your audience:

Now let's take the information you just listed and create your campaign calendar.

Insert the information in this order:

- ⇒ Your own product launches.
- ⇒ Time-sensitive promos.
- ⇒ Time-sensitive promos you're doing for partners.
- ⇒ Time-sensitive announcements and information.
- ⇒ Everything else.

So, the point is fill in your calendar with all the time-sensitive emails first and then work the non-time-sensitive information into the rest of your calendar. It's best if you create this calendar using an online calendaring app or software.

For example, you can create a free calendar that synchs across your devices using Google calendar (calendar.google.com). You can even color code your entries so you can see at a glance what types of content you'll be sending, and you can set up notifications/reminders. Plus it's easy to move things around too.

Finally, one last tip: Be sure to schedule when you need to create content for a particular campaign.

For example, maybe you have a campaign scheduled for the first week in September. In that case, you'll want to finish the content for that campaign by no later than one week before you send it, and preferably a full two weeks (*just in case you run into issues*). You'll need to figure out when to start the content in order to finish it by the due date (*e.g., perhaps it will take you two business days to craft the content*). Schedule all of this so you don't overlook anything.

If you've really put the time into this planner, then you'll easily be able to fill in your calendar and be a lot more likely to be consistent with your email marketing which will make the money coming in much more consistent! 😊