

E-Commerce Content Calendar Outline

Objectives

- Increase brand awareness
- Promote new products
- Drive website traffic and conversion
- Engage with audience

Content Types

- Product Launch Announcements
- Promotional Offers & Discounts
- Seasonal Campaigns
- How-to Guides / Tutorials
- Customer Reviews & Testimonials
- User-generated Content
- Behind-the-Scenes
- Blog Posts
- Email Newsletters
- Social Media Updates

Platforms

- Website / Blog
- Email
- Instagram
- Facebook
- Twitter/X
- Pinterest
- TikTok

Monthly Calendar Sample

Date	Content Topic	Content Type	Platform	Status

Key Dates & Campaigns

- Product Launches
- Holiday Promotions
- Special Events
- Content Series

Responsible Team Members

- Content Creator
- Graphic Designer
- Marketing Manager

- Social Media Manager
- Copywriter