

# Digital Marketing Seasonal Content Roadmap Template

## Overview

- **Purpose:** Plan and schedule seasonal digital marketing content across platforms.
- **Scope:** Social Media, Email, Blog, and Campaigns.
- **Timeline:** Yearly (by month or quarter).

## Key Seasons & Campaigns

Month/Quarter	Season/Event	Key Dates	Themes	Main Goals
Q1 / Jan-Mar	[Seasonal Event 1]	[Dates]	[Themes]	[Goals]
Q2 / Apr-Jun	[Seasonal Event 2]	[Dates]	[Themes]	[Goals]
Q3 / Jul-Sep	[Seasonal Event 3]	[Dates]	[Themes]	[Goals]
Q4 / Oct-Dec	[Seasonal Event 4]	[Dates]	[Themes]	[Goals]

## Content Channel Mapping

Channel	Content Type	Frequency	Key Messages	Notes
Social Media	[Type]	[Frequency]	[Key Messaging]	[Notes]
Email	[Type]	[Frequency]	[Key Messaging]	[Notes]
Blog	[Type]	[Frequency]	[Key Messaging]	[Notes]
Paid Ads	[Type]	[Frequency]	[Key Messaging]	[Notes]

## Action Plan

- [Task or Milestone 1]
- [Task or Milestone 2]
- [Task or Milestone 3]
- [Task or Milestone 4]