

# QUARTERLY STRATEGY PLANNER

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# QUARTERLY STRATEGY PLANNER

## JULY-SEPT 2021



WEB TRAFFIC	#PREVIOUS QUARTER	#THIS QUARTER	DIFFERENCE +/-
Sessions			
Users			
Bounce			

SOCIAL	#PREVIOUS QUARTER	#THIS QUARTER	DIFFERENCE +/-
Facebook			
Twitter			
LinkedIn			
Instagram			

WHAT WORKED

WHAT DIDN'T

OBJECTIVES FOR THIS QUARTER
1.
2.
3.

**July**

**August**

**September**

What are you trying to achieve through your online activity?

Is your focus on growing your audience? Seeking out new opportunities? Being seen as a thought leader? Your objectives may remain the same all year - or they may shift each quarter.

What activities should be reflected in your plans each month to support you in achieving your objectives?

### ACTIVITY PLANNING



BLOG PLANNER		
July	August	September
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.

Adding fresh content to your website should be considered a key part of your online strategy. Whether you blog once a month or once a week, use this grid to plan your topics and titles. Use the Brainstorm box below to help you take your blog titles and topics a little further. Consider what your audience wants to talk about over the next three months.

**BRAINSTORM**

### TO-DO LIST

**f FACEBOOK**

**in LINKEDIN**

**OTHER**



### REMINDERS

You should have reflected on the last three months - thinking about what worked should have created a few actions for you to focus on for each of your active social media platforms.

Add those actions and any housekeeping tasks here.

**t TWITTER**

**@ INSTAGRAM**

### DATES NOT TO MISS

**JULY**

4TH INDEPENDENCE DAY (USA)  
 10TH DON'T STEP ON A BEE DAY  
 15TH WORLD YOUTH SKILLS DAY  
 17TH WORLD EMOJI DAY  
 30TH INTERNATIONAL DAY OF FRIENDSHIP

**YOUR DATES**

**AUGUST**

6TH CYCLE TO WORK DAY  
 23RD HASHTAG DAY  
 30TH SUMMER BANK HOLIDAY

**YOUR DATES**

**SEPTEMBER**

10TH WORLD SUICIDE PREVENTION DAY  
 19TH TALK LIKE A PIRATE DAY  
 21ST INTERNATIONAL DAY OF PEACE  
 22ND AUTUMNAL EQUINOX

**YOUR DATES**

**HITLIST** (WHO ARE YOU A TARGETING?) THESE COULD BE INDIVIDUALS OR BUSINESSES. WHO DO YOU NEED TO NOTICE YOU ONLINE?

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_ 8 \_\_\_\_\_ 9 \_\_\_\_\_ 10 \_\_\_\_\_