QUARTERLY **STRATEGY PLANNER**

ALSO AVAILABLE TO DOWNLOAD AND PRINT FROM: www.green-umbrella.biz/goodies

QUARTERLY **STRATEGY PLANNER**

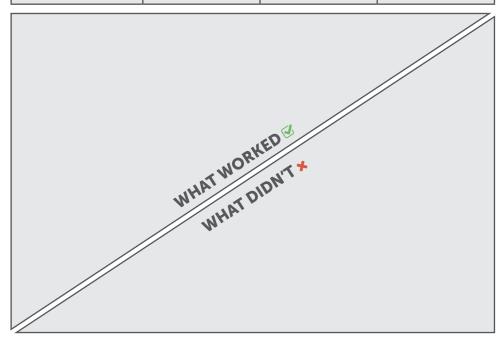
JULY-SEPT 2021

3.



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

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



OBJECTIVES FOR THIS QUARTER		
1.		
2.		

July

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		
INDUSTRY NEWS & EVENTS		
BUSINESS EVENTS		
SPECIFIC EMAIL COMMS		
PAID OFFERS & PROMOS		
ADVERTS CAMPAIGN LAUNCHES		

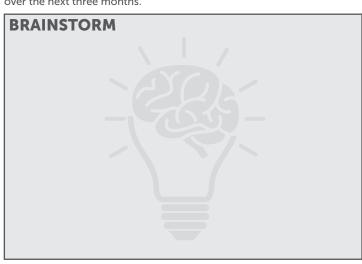
QUARTERLY **STRATEGY PLANNER**



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.



TO-DO LIST

FACEBOOK

III 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.

☑ TWITTER

OINSTAGRAM

DATES NOT TO MISS

JULY

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

YOUR DATES

YOUR DATES

AUGUST

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

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?