ChiefAdvice

FREE PRINTABLE PLANNER

30-Day Marketing Planner

Plan one month of focused, measurable marketing on paper: goals, audience, campaign, channels, a day-by-day calendar and a weekly check-in.

THIS PLANNER BELONGS TO

START DATE END DATE

Free to print and use for your own business.
chiefadvice.com

START HERE

How to use this planner

Work through pages 3 to 7 once, in order, then use pages 8 to 10 every week. Pencil is fine. Reprint any page you want to redo.

1. **Set one to three goals you can measure.**
   Page 3. A goal with a number is easier to check than a wish.
2. **Describe the one audience you want to reach.**
   Page 4. Writing it down keeps your message specific.
3. **Plan a single campaign.**
   Page 5. One offer, one message and one clear action for people to take.
4. **Choose two or three channels.**
   Page 6. Pick the places where your audience already is and where you can stay consistent for 30 days.
5. **Collect ideas, then fill the calendar.**
   Pages 7 and 8. Put one small task on each day so the plan survives a busy week.
6. **Check progress weekly and close the month.**
   Pages 9 and 10. Note what worked, what did not, and what to carry into next month.

BEFORE YOU START: THREE QUICK QUESTIONS

How many hours a week can I realistically give to marketing?

What budget do I have for this month? (Zero is a valid answer.)

Who can help me, and what will I ask them to do?

Tip: a smaller plan you finish beats a bigger plan you abandon. If the calendar looks too full, remove tasks until each day has one thing.

STEP 1

Marketing goals

Choose up to three goals. For each, decide how you will measure it, where you are now and where you want to be in 30 days.

Examples of things you can count: email subscribers, enquiries, orders, bookings, website visits to a key page, replies to a message, or customer reviews.

MY GOAL	HOW I WILL MEASURE IT	STARTING NUMBER	TARGET	BY WHEN

MY MAIN FOCUS THIS MONTH, IN ONE SENTENCE

WHY THIS MATTERS TO MY BUSINESS RIGHT NOW

WHAT WOULD MAKE THIS MONTH A SUCCESS, EVEN IF I MISS A NUMBER?

WHO NEEDS TO KNOW ABOUT THESE GOALS (TEAM, PARTNER, MENTOR)?

STEP 2

Target audience

Describe one group of people, not everyone. The clearer the picture, the easier every post, email and offer becomes to write.

WHO THEY ARE
Role, situation, life stage, business type.

WHAT THEY ARE STRUGGLING WITH
In their words, not yours.

WHAT THEY WANT TO ACHIEVE

WHERE THEY SPEND TIME
Platforms, communities, events, places.

WHAT THEY NEED TO KNOW BEFORE TRUSTING ME

WHAT MIGHT STOP THEM FROM BUYING
Price, timing, doubt, habit, risk.

MY AUDIENCE IN ONE SENTENCE
I help _____ who _____ to _____.

STEP 3

Campaign plan

One campaign is enough for 30 days. Decide the offer, the message and the single action you want people to take.

CAMPAIGN NAME

OFFER OR MAIN MESSAGE
What are you inviting people to try, buy or learn?

THE ONE ACTION I WANT PEOPLE TO TAKE
Visit, sign up, book, reply, buy.

START DATE	END DATE	BUDGET	HOURS PER WEEK

ASSETS I NEED BEFORE I START

- ☐ Page or link people will visit
- ☐ Images or short video
- ☐ Email text
- ☐ Social posts written
- ☐ Signup form or booking link
- ☐ Tracking link or code
- ☐ Offer details and price
- ☐ Real customer feedback to share
- ☐ _____
- ☐ _____

HOW I WILL TRACK RESULTS
Which number will I check, where will I find it, and how often?

STEP 4

Marketing channel selection

Choose two or three channels. Tick the ones where your audience already spends time and where you can keep a steady rhythm for 30 days.

CHANNEL	AUDIENCE USES IT? (YES / MAYBE / NO)	TIME PER WEEK	COST	CHOSEN
Email newsletter				
Instagram				
Facebook				
LinkedIn				
X (Twitter)				
TikTok or short video				
YouTube				
Pinterest				
Blog or website articles				
Google Business Profile				
Paid ads				
Partnerships and referrals				
Other:				

MY CHOSEN CHANNELS, AND WHY EACH ONE FITS

STEP 5

Content ideas

Collect ideas before you schedule them. Aim for a mix: help people, show proof, and invite them to act.

IDEA STARTERS

- Questions customers ask again and again
- A result a customer got (with their permission)
- A common myth you can correct
- Mistakes you often see in your field
- How your product or service is made or delivered
- A simple how-to people can use today

TEACH: HELP PEOPLE

SHOW: PROOF

INVITE: NEXT STEPS

STEP 6

30-day activity calendar

1 ☐ CHANNEL TASK	2 ☐ CHANNEL TASK	3 ☐ CHANNEL TASK	4 ☐ CHANNEL TASK	5 ☐ CHANNEL TASK
6 ☐ CHANNEL TASK	7 ☐ CHANNEL TASK	8 ☐ CHANNEL TASK	9 ☐ CHANNEL TASK	10 ☐ CHANNEL TASK
11 ☐ CHANNEL TASK	12 ☐ CHANNEL TASK	13 ☐ CHANNEL TASK	14 ☐ CHANNEL TASK	15 ☐ CHANNEL TASK
16 ☐ CHANNEL TASK	17 ☐ CHANNEL TASK	18 ☐ CHANNEL TASK	19 ☐ CHANNEL TASK	20 ☐ CHANNEL TASK
21 ☐ CHANNEL TASK	22 ☐ CHANNEL TASK	23 ☐ CHANNEL TASK	24 ☐ CHANNEL TASK	25 ☐ CHANNEL TASK
26 ☐ CHANNEL TASK	27 ☐ CHANNEL TASK	28 ☐ CHANNEL TASK	29 ☐ CHANNEL TASK	30 ☐ CHANNEL TASK

STEP 7

Weekly progress tracking

WEEK 1 FOCUS THIS WEEK _____

METRIC	TARGET	ACTUAL	WHAT WORKED
			WHAT I WILL CHANGE NEXT WEEK

ACTIONS COMPLETED ☐ ☐ ☐ ☐ ☐ ☐ ☐

WEEK 2 FOCUS THIS WEEK _____

METRIC	TARGET	ACTUAL	WHAT WORKED
			WHAT I WILL CHANGE NEXT WEEK

ACTIONS COMPLETED ☐ ☐ ☐ ☐ ☐ ☐ ☐

WEEK 3 FOCUS THIS WEEK _____

METRIC	TARGET	ACTUAL	WHAT WORKED
			WHAT I WILL CHANGE NEXT WEEK

ACTIONS COMPLETED ☐ ☐ ☐ ☐ ☐ ☐ ☐

WEEK 4 FOCUS THIS WEEK _____

METRIC	TARGET	ACTUAL	WHAT WORKED
			WHAT I WILL CHANGE NEXT WEEK

ACTIONS COMPLETED ☐ ☐ ☐ ☐ ☐ ☐ ☐

STEP 8

Results and lessons

Close the month honestly. The lessons matter more than the numbers.

GOAL	TARGET	ACTUAL RESULT	REACHED? (YES / PARTLY / NO)

WHAT WORKED BEST (KEEP DOING)

WHAT DID NOT WORK (STOP OR CHANGE)

WHAT SURPRISED ME

WHAT I LEARNED ABOUT MY AUDIENCE

MY TOP THREE PRIORITIES FOR THE NEXT 30 DAYS

1.
2.
3.

START

STOP

CONTINUE