



2024 Month-by-month digital marketing planner for SME's

Thank you for choosing to download this template. We hope that you find it useful. We understand that every business is unique, and some ideas may be more suitable for certain businesses at certain times, so feel free to pick and choose the elements that work best for you. If you would like to talk to us about a more bespoke marketing plan, then please feel free to contact us at hello@leadingmotion.co.uk

Please refer to our website for more detailed explanations of the ideas and steps to help you maximise your marketing activity throughout the year.

The suggested times for each activity total approximately 8-10 hours per month. If you would like further technical assistance, please feel free to reach out at any time; we are always happy to assist. **Telephone 01206 512093**

JANUARY MARKETING ACTIONS

COMPLETED

- | | |
|--|--------------------------|
| 1) SET ANNUAL MARKETING GOALS AND KPIS (2 HOURS) | <input type="checkbox"/> |
| 2) CONDUCT A WEBSITE AUDIT FOR SEO OPTIMISATION (3 HOURS) | <input type="checkbox"/> |
| 3) EVALUATE YOUR SOCIAL MEDIA STRATEGY (2 HOURS) | <input type="checkbox"/> |
| 4) START OR OPTIMISE YOUR COMPANY BLOG (1 HOUR) | <input type="checkbox"/> |
| 5) SEND OUT AN EMAIL NEWSLETTER TO EXISTING CLIENTS (1 HOUR) | <input type="checkbox"/> |

FEBUARY MARKETING ACTIONS

- | | |
|---|--------------------------|
| 1) PLAN AND SCHEDULE YOUR SOCIAL MEDIA CONTENT (2 HOURS) | <input type="checkbox"/> |
| 2) RESEARCH AND IMPLEMENT NEW SEO TACTICS (2 HOURS) | <input type="checkbox"/> |
| 3) CREATE AND PUBLISH BLOG CONTENT (2 HOURS) | <input type="checkbox"/> |
| 4) EMAIL A NEWSLETTER TO SHARE INDUSTRY INSIGHTS (2 HOUR) | <input type="checkbox"/> |



MARCH MARKETING ACTIONS

COMPLETED

1) ANALYSE YOUR SOCIAL MEDIA PERFORMANCE (2 HOURS)

2) OPTIMISE YOUR WEBSITE FOR MOBILE USERS (1 HOURS)

3) ENGAGE WITH INFLUENCERS ON SOCIAL MEDIA (3 HOURS)

4) SEND TARGETED EMAIL TO SEGMENTED AUDIENCE (2 HOURS)

APRIL MARKETING ACTIONS

1) UPDATE YOUR WEBSITE CONTENT AND CTAS (2 HOURS)

2) CONDUCT KEYWORD RESEARCH FOR SEO (3 HOURS)

3) WRITE AND SCHEDULE BLOG POSTS (2 HOURS)

4) EMAIL NEWSLETTER WITH PROMOTIONS OR UPDATES (1 HOUR)

MAY MARKETING ACTIONS

1) RUN A SOCIAL MEDIA CONTEST OR GIVEAWAY (3 HOURS)

2) MONITOR AND RESPOND TO ONLINE REVIEWS (1 HOUR)

3) GUEST POST ON INDUSTRY-RELATED BLOGS (2 HOURS)

4) EMAIL NEWSLETTER HIGHLIGHTING CUSTOMER SUCCESS (1 HOUR)

JUNE MARKETING ACTIONS

1) EVALUATE AND ADJUST PAID ADVERTISING STRATEGY (2 HOURS)

2) CONDUCT COMPETITOR ANALYSIS FOR SEO (1 HOUR)

3) CREATE ENGAGING VISUAL CONTENT FOR SOCIAL MEDIA (3 HOURS)

4) SEND OUT A MID-YEAR REVIEW EMAIL TO CLIENTS (2 HOURS)



JULY MARKETING ACTIONS

COMPLETED

1) ANALYSE YOUR EMAIL CAMPAIGN PERFORMANCE (2 HOURS)

2) IMPLEMENT ON-PAGE SEO UPDATES (1 HOURS)

3) SCHEDULE AND PROMOTE WEBINARS OR LIVE EVENTS (3 HOURS)

4) EMAIL A NEWSLETTER WITH EXCLUSIVE SUMMER OFFERS (2 HOURS)

AUGUST MARKETING ACTIONS

1) REVIEW AND ADJUST YOUR SOCIAL MEDIA ADVERTISING (2 HOURS)

2) CREATE AND SHARE USER-GENERATED CONTENT (2 HOURS)

3) PUBLISH CASE STUDIES OR SUCCESS STORIES (2 HOURS)

4) EMAIL A NEWSLETTER FEATURING USER TESTIMONIALS (1 HOUR)

SEPTEMBER MARKETING ACTIONS

1) CONDUCT AN AUDIENCE SURVEY FOR FEEDBACK (3 HOURS)

2) OPTIMISZE WEBSITE SPEED AND PERFORMANCE (1 HOUR)

3) LAUNCH A NEW BLOG SERIES OR CONTENT CAMPAIGN (2 HOURS)

4) EMAIL NEWSLETTER WITH A SNEAK PEEK NEW CONTENT (1 HOUR)

OCTOBER MARKETING ACTIONS

1) RUN A TARGETED HALLOWEEN-THEMED CAMPAIGN (2 HOURS)

2) EVALUATE AND ADJUST EMAIL MARKETING STRATEGY (2 HOUR)

3) COLLABORATE WITH INFLUENCERS OR PARTNERS (3 HOURS)

4) EMAIL NEWSLETTER WITH HOLIDAY PROMOTIONS (2 HOURS)



NOVEMBER MARKETING ACTIONS

COMPLETED

1) PLAN AND SCHEDULE BLACK FRIDAY/CYBER MONDAY (2 HOURS)



2) CONDUCT A CONTENT AUDIT AND UPDATE OLD BLOGS (2 HOURS)



3) SHARE GRATITUDE WITH AN EMAIL TO CLIENTS (2 HOUR)



DECEMBER MARKETING ACTIONS

1) ANALYSE ANNUAL PERFORMANCE AND ROI (3 HOURS)



2) PLAN FOR 2025 DIGITAL MARKETING STRATEGY (3 HOURS)



3) CREATE AND SHARE HOLIDAY-THEMED CONTENT (2 HOURS)



4) EMAIL NEWSLETTER WITH YEAR-END REFLECTIONS (1 HOUR)



We recommend these ideas are implemented alongside your existing social, email, blogging and SEO activities to compliment and add value to your efforts.

For a more detailed explanation of each of the digital marketing actions suggested here please feel free to refer back to our dedicated page.

<https://www.leadingmotion.co.uk/contact/2024-month-by-month-digital-marketing-planner/>



Or Scan this QR code to access the page directly.

Email us here: hello@leadingmotion.co.uk. Please call us on **01206 512093** or fill in our form on our website, and we will get back to you within 24 hours.



Book a 30-minute Digital Marketing Consultation with leading Motion

Our aim is to understand your challenges, existing marketing activities, and long-term goals. We will then introduce ourselves, our range of services and explain how we can help you promote your business more effectively. We look forward to meeting you.

