**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=8600&utm_source=template-word&utm_medium=content&utm_campaign=Content+Calendar-word-8600&lpa=Content+Calendar+word+8600)Content Marketing Calendar Template Example**

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| **Week of** | **Content Title** | **Content Type** | **Target Audience** | **Channel** | **Assigned To** | **Draft Due** | **Publish Date** | **Status** | **Notes** |

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| **8 - Jan** | 10 Tips for Better Onboarding | Blog Post | HR Professionals | Blog | Krista Ahmed | 5-Jan | 9-Jan | **In Progress** | Link to internal e-book |
| 3-Min Video: App Walkthrough | Video | New Users | Website, YouTube | Jonathon Wong | 6-Jan | 10-Jan | **Drafting** | Add on-screen subtitles |
| January Newsletter: Product Updates | Email | Current Customers | Email | Kiran Gupta | 7-Jan | 10-Jan | **Scheduled** | Include new feature link |
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| **15 - Jan** | Instagram Carousel: Success Stories | Social Media | Prospects | Instagram | Marta Hicks | 12-Jan | 16-Jan | **Assigned** | Feature 3 client quotes |
| Infographic: Industry Trends 2025 | Visual Asset | Executives | LinkedIn, Blog | Petrus Nishimura | 13-Jan | 17-Jan | **Ready** | Confirm stats with insights team |
| Case Study: Enterprise Onboarding | Longform Asset | B2B SaaS Decision-Makers | PDF, Blog | Makara McLean | 12-Jan | 18-Jan | **Review** | Add client testimonial |
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| **22 - Jan** | FAQ Article: New Pricing Explained | Help Article | Existing Customers | Knowledge Base | Mateus Tobin | 19-Jan | 23-Jan | **Drafting** | Confirm legal approval |
| Quick Poll: Which Feature Next? | Engagement Post | Beta Users | LinkedIn, X (Twitter) | Leigh Gibbs | 20-Jan | 24-Jan | **Scheduled** | Use Type form link |
| Training Video: Billing Walkthrough | Video Tutorial | Admin Users | YouTube, Help Center | Jose Price | 20-Jan | 25-Jan | **In Progress** | Voiceover by Olivia Carter |
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| **29 - Jan** | Blog: Data Privacy Tips 2025 | Blog Post | IT Managers | Blog | Lori Garcia | 26-Jan | 30-Jan | **Assigned** | Include infographic preview |
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**Content Marketing Calendar Template**

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| **8 - Jan** |  |  |  |  |  |  |  |  |  |
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| **15 - Jan** |  |  |  |  |  |  |  |  |  |
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| **22 - Jan** |  |  |  |  |  |  |  |  |  |
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| **29 - Jan** |  |  |  |  |  |  |  |  |  |
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