

# 10 STEPS TO BUILDING AN EFFECTIVE DIGITAL STRATEGY



## [8] DRAFT A CONTENT CALENDAR

	Topic/Title	Content	Platform(s)	Target Persona(s)	Call to Action
MONDAY					
Author:					
Owner:					
Due Date:					
Publish Date:					
TUESDAY					
Author:					
Owner:					
Due Date:					
Publish Date:					
WEDNESDAY					
Author:					
Owner:					
Due Date:					
Publish Date:					
THURSDAY					
Author:					
Owner:					
Due Date:					
Publish Date:					
FRIDAY					
Author:					
Owner:					
Due Date:					
Publish Date:					