

QUARTERLY STRATEGY PLANNER

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

QUARTERLY STRATEGY PLANNER

JANUARY - MARCH 2021



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

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

WHAT WORKED ✓
WHAT DIDN'T ✗

OBJECTIVES FOR THIS QUARTER
1.
2.
3.

January

February

March

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



BLOG PLANNER		
January	February	March
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.

BRAINSTORM

TO-DO LIST

FACEBOOK

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

INSTAGRAM

DATES NOT TO MISS

JANUARY

18TH BLUE MONDAY
25TH BURNS NIGHT

YOUR DATES

FEBRUARY

4TH WORLD CANCER DAY
12TH CHINESE NEW YEAR
14TH VALENTINES DAY
16TH SHROVE TUESDAY
22ND WORLD THINKING DAY

YOUR DATES

MARCH

1ST ST DAVIDS DAY
3RD WORLD WILDLIFE DAY
4TH WORLD BOOK DAY
8TH INTERNATIONAL WOMEN'S DAY
14TH MOTHERS DAY
17TH ST PATRICK'S DAY
20TH SPRING EQUINOX
21ST WORLD POETRY DAY
28TH CLOCKS GO FORWARD

YOUR DATES

HITLIST (WHO ARE YOU A TARGETING?) THESE COULD BE INDIVIDUALS OR BUSINESSES. WHO DO YOU NEED TO NOTICE YOU ONLINE?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ 7 _____ 8 _____ 9 _____ 10 _____