

# The 2022 Content Marketing Planner

create.





# January 2022

## Month Long

Veganuary  
Dry January

It's the start of a brand new year! Take some time to decide what you'd like to achieve this year and write your plans on how to get there.

## Tip

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 New Years Day	2
3 New Years Bank Holiday	4	5	6	7	8	9
10	11	12	13 National Sticker Day	14	15	16
17 Big Energy Savings Week	18	19	20 Get to Know Your Customers Day	21	22	23
24 National Compliments Day	25 Burns Day	26	27	28	29	30
31						

### Goals

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### Notes

# February 2022

## Month Long

Black History  
Month

Tip  
Have you refreshed your website since the new year? Check out our blog for loads of tips and ideas. Take the chance to try out some new Blocks and imagery!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Start of Chinese New Year	2	3	4 Start of Winter Olympics	5	6
7 Send a Card to a Friend Day	8	9	10	11 Make a Friend Day	12	13
14 Valentine's Day	15	16	17 Random Acts of Kindness Day	18	19	20
21	22	23	24	25	26 Tell a Fairy Tale Day	27
28						

### Goals

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### Notes

# March 2022

Tip  
Do you have a social media plan of what you'd like to post? Use this calendar to fill in the important dates and plan your communications in advance for better success.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Pancake Day	2	3 World Book Day	4	5	6
7	8 International Women's Day	9	10	11	12	13
14	15	16	17 St. Patrick's Day	18	19	20 First Day of Spring
21	22	23	24	25	26 Earth Hour	27 Mother's Day
28	29	30	31			

## Goals

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## Notes



# April 2022

## Month Long

National Pet  
Month

The new tax year starts this month, a great time to plan. Refresh your budgets, consider your costs and whether you're paying for things you don't need.

## Tip

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 <div>April Fool's Day</div>	2	3
4	5 <div>End of Fiscal Year</div>	6	7	8	9	10
11	12	13	14	15 <div>Good Friday</div>	16	17 <div>Easter Sunday</div>
18 <div>Easter Monday</div>	19	20	21	22 <div>Earth Day</div>	23	24
25	26	27	28	29	30	

### Goals

### Notes

# May 2022

Month Long  
Mental Health  
Awareness Month

Tip  
Displaying customer feedback is a great way to build trust and increase the likeliness your website visitors will buy from you. Make sure to ask!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2 May Day Bank Holiday	3	4 Star Wars Day	5	6 International Nurse's Day	7	8
9	10	11 Eat What You Want Day	12	13	14	15 International Day of Families
16 National Vegetarian Week	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Goals

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## Notes



# June 2022

Month Long  
Pride Month

Displaying customer feedback is a great way to build trust and increase the likeliness your website visitors will buy from you. Make sure to ask!

Tip

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2 Spring Bank Holiday	3 Platinum Jubilee Bank Holiday	4	5 World Environment Day
6	7	8 World Ocean's Day	9 Best Friend's Day	10	11	12
13	14	15	16	17	18	19 Father's Day
20	21 Summer Solstice	22	23 National Writing Day	24	25	26
27	28	29	30 Social Media Day			

## Goals

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## Notes

# July 2022

## Month Long

Independent  
Retailer Month

It's Independent Retailer Month. Small Businesses are stronger together so be sure to shoutout your community and participate in the discussions.

## Tip

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 International Joke Day	2	3
4	5	6 Start of UEFA Women's Euro 2022	7 World Chocolate Day	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30 International Day of Friendship	31

### Goals

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### Notes



# August 2022

Tip  
Images make a huge difference to a website. Use the [Unsplash Free Image Library Tool](#) on Create to source professional free photography for your site

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1  Girlfriend's Day	2	3	4	5	6	7  Sister's Day
8  International Cat Day	9	10	11	12  International Youth Day	13	14
15	16	17	18	19  World Photo Day	20	21
22	23	24	25	26  International Dog Day	27	28
29  Summer Bank Holiday	30	31				

## Goals

## Notes

# September 2022

Tip  
Have you created an Instagram Landing Page? They're perfect for linking to different areas of your site and increasing traffic through the link in your bio.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5 International Day of Charity	6	7	8	9 Heritage Open Days (Until 18th)	10	11
12	13	14	15	16	17	18
19	20 Recycle Week	21 International Day of Peace	22	23 First Day of Autumn	24	25
26	27	28	29	30		

## Goals

## Notes



# October 2022

Month Long  
Black History Month UK  
Breast Cancer Awareness Month

Tip  
Time to start thinking about Christmas! Make sure you have a plan and start preparing what you need to be successful ahead of time.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 International Coffee Day	2 Grandparent's Day
3	4	5 World Teacher's Day	6	7	8	9
10 World Mental Health Day	11	12	13	14 Create's Birthday	15	16 World Food Day
17	18	19	20	21	22	23
24	25	26	27	28	29 Internet Day	30
31 Halloween						

## Goals

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## Notes

# November 2022

Month Long  
Movember

Tip  
Don't feel obliged to discount your products because big retailers are.  
Shout about the value you already offer and what makes you special!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5 Bonfire Night	6
7	8	9	10	11 Remembrance Day	12	13 World Kindness Day
14	15	16	17	18	19 International Men's Day	20
21	22	23	24	25 Black Friday / Green Friday	26 Small Business Saturday	27
28 Cyber Monday	29	30				

## Goals

## Notes



# December 2022

Month Long  
Advent

Tip  
Christmas is here! Review your successes, find where to improve for next year and make sure to take a well earnt rest!

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3 Make a Gift Day	4
5	6	7 Letter Writing Day	8	9	10	11 Christmas Jumper Day
12	13	14	15	16	17	18
19	20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day
26 Boxing Day	27	28	29	30	31 New Years Eve	

## Goals

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## Notes