

THE 2025 CONTENT MARKETING CALENDAR

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2025 GOALS



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Quarter 1

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Quarter 2

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Quarter 3

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Quarter 4

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31 CONTENT IDEAS



Are you finding coming up with fresh content for your blog and social media channels is becoming overwhelming? We all know that building a strong online presence is essential for connecting with your prospective customers, but if you're feeling a bit low on inspiration why not check out the 31 content ideas below that we've put together to get you brainstorming and planning your strategy for the coming year.

Introduce Yourself or Your Team

Share a photo or video introducing the people behind the business.

Behind-the-Scenes

Show how your product is made or how your service is delivered.

Why You Started

Tell the story of why you started your business to connect on a personal level.

Customer Testimonial

Share a glowing review or success story from a satisfied customer.

Poll or Survey

Ask your audience a fun or business-related question.

Favourite Tools or Tips

Share a tip or tool that helps your business succeed.

Product Spotlight

Highlight a popular or unique product/service.



Industry Insight

Share an interesting fact or statistic about your industry.

How-To or Tutorial

Post a short tutorial related to your product or service.

This or That

Create a post asking followers to choose between two options.

Ask Me Anything (AMA)

Host a Q&A session about your business or industry.

Throwback Thursday (#TBT)

Share a milestone or nostalgic moment from your business journey.

Quick Quiz

Post a fun quiz about your products, industry, or audience's interests.

Collaborations & Partnerships

Showcase a partnership or feature another small business you support.

Thank You Post

Express gratitude to your audience for their support and engagement.

Special Offer or Promotion

Share a time-sensitive discount or exclusive offer.

Celebrate a Holiday

Post content related to a national, international, or fun holiday.

Motivational Monday

Share an inspiring quote or success story.

User-Generated Content

Repost photos, videos, or testimonials from your customers.

Customer Appreciation

Highlight and thank a loyal customer or client.

Fun Fact Friday

Share an interesting fact about your business or product.



Photo Challenge

Encourage your audience to post themed photos and tag your business.

What's New?

Announce a new product, service, or upcoming event.

Feedback Request

Ask for suggestions to improve your offerings.

Seasonal Content

Post something relevant to the current season (e.g., "Spring Must-Haves").

Storytelling

Share a success story about how your product/service solved a problem.

Trending Topic

Join a trending hashtag or topic in a way that ties to your brand.

Fun or Personal Post

Share a fun fact about yourself or your team to humanise your brand.

Photo Contest

Invite followers to share pictures using your product or service.

Ask a Question

Encourage engagement by asking your audience for their opinion or advice.

Monthly Recap

Highlight the most popular posts, milestones, or accomplishments from the month.



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JANUARY 2025

Happy
New Year

Tasks This Month

- Freshen your website & remove Christmas materials
- Define your yearly business goals.
- Create a marketing and sales strategy
- Outline a budget for the year

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	1 New Year's Day	2 Bank Holiday (Scotland)	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Martin Luther King Day	21	22	23	24	25 Burns Night (Scotland)	26 Australia Day
27	28	29 Chinese New Year (Snake)	30	31	1	2
3	4	5	6	7	8	9



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FEBRUARY 2025



Tasks This Month

- Write emails to your existing customer base
- Reach out to clients for testimonials and update the case studies on your website
- Spend time reviewing your analytics
- Audit your existing content or start blogging

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2 Groundhog Day (USA)
3	4	5	6	7	8	9
10	11	12	13	14 Valentine's Day	15	16
17 Random Acts Of Kindness Day	18	19	20	21	22	23
24	25	26	27	28 Ramadan Begins	1	2
3	4	5	6	7	8	9



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MARCH 2025



Tasks This Month

- Prepare for the financial end of the year
- Seek collaboration events with other businesses and attend networking events
- Set up Pinterest Shopping, Google Search Console or a Google My Business page

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
24	25	26	27	28	1 St David's Day	2
3 World Wildlife Day	4 Shrove Tuesday	5 Ash Wednesday	6	7	8 International Women's Day	9
10	11	12	13	14 Holi	15	16
17 St. Patrick's Day	18	19	20 Vernal Equinox	21 International Day of Forests	22 World Water Day	23
24	25	26	27	28	29	30 Mother's Day Ramadan Ends British Summertime Begins
31 Eid Al-Fitr	1	2	3	4	5	6



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APRIL 2025

Happy
Easter

Tasks This Month

- Review your quarterly progress, budget and other goal tracking
- Review and update social media profiles
- Write evergreen content for your blog
- Setup an email newsletter on your website

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	1	2	3	4	5	6
7	8	9	10	11	12 Passover	13 International Plant Appreciation Day
14	15	16	17	18 Good Friday	19	20 Easter Sunday
21 Easter Monday	22 Earth Day	23 St George's Day	24	25	26	27
28 Pay it Forward Day	29	30 Stop Food Waste Day	1	2	3	4
5	6	7	8	9	10	11



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MAY 2025



Tasks This Month

- Create an Instagram landing page on your website
- Plan a promotional campaign
- Refresh product and service photography
- Send a newsletter to your email list

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	1 National Gardening Week	2	3	4
5 Early May Bank Holiday	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 World Bee Day	21	22	23	24	25
26 Bank Holiday	27	28	29	30	31	1
2	3	4	5	6	7	8



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JUNE 2025



Tasks This Month

- Update your home page with new content
- Optimise the top pages on your website for SEO and social sharing
- Spend time reviewing your analytics
- Plan summer marketing activities

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	31	1 World Reef Day
2	3	4	5 World Environment Day	6	7 The Great Big Green Week	8 World Ocean Day
9	10	11	12	13	14	15 Father's Day
16	17	18	19	20	21 Summer Solstice	22
23	24	25	26	27	28 Armed Forces Day	29
30	1	2	3	4	5	6



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JULY 2025



Tasks This Month

- Review your quarterly metrics, budget and other goal tracking
- Setup Google Merchant Centre
- Update case studies and testimonials
- Experiment with new social media content

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	1	2	3	4 Independence Day (USA)	5 Net Zero Week	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 World Nature Conservation Day	29	30 National Friendship Day	31	1	2	3
4	5	6	7	8	9	10



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AUGUST 2025



Tasks This Month

- Setup Bing Webmaster Tools and review reports
- Optimise your blog pages for SEO and social sharing
- Add a favicon to your website

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	1	2	3
4	5	6	7	8	9 Book Lover's Day	10
11	12 International Youth Day	13	14	15	16	17
18	19 World Humanitarian Day	20	21 World Entrepreneur's Day	22	23	24
25 Late Summer Bank Holiday	26	27	28	29	30	31
1	2	3	4	5	6	7



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SEPTEMBER 2025



Tasks This Month

- Set up Instagram Shopping
- Sponsor or participate in local events
- Review your website as your potential customer. What needs to change?
- Write an evergreen article for your blog

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Zero Waste Week	2	3	4	5 International Day of Charity	6	7
8 Star Trek Day	9	10	11	12	13	14
15	16	17	18	19	20 World Cleanup Day	21 International Day of Peace
22 Rosh Hashanah Autumnal Equinox	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12



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OCTOBER 2025



Tasks This Month

- Review your quarterly metrics, budget and other goal tracking
- Start updating your website for Christmas
- Create a showcase blog post or article
- Run a broken link checker and fix dead links

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	1	2	3	4 World Animal Day	5
6 World Habitat Day	7	8	9	10 World Mental Health Day	11	12
13	14	15	16	17	18	19
20 Diwali	21	22	23	24	25	26 British Summertime Ends
27	28	29	30	31 Halloween	1	2
3	4	5	6	7	8	9



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NOVEMBER 2025

WINTER
is coming

Tasks This Month

- Ramp up inventory and consider the extra requirements for your business over xmas
- Have a run through of your checkout
- Consider other payment / postage options
- Plan Christmas marketing activities

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2
3	4	5 Bonfire Night	6	7	8	9 Remembrance Sunday
10	11 Armistice Day	12	13 World Kindness Day	14	15	16
17	18	19	20	21	22	23
24	25	26	27 Thanksgiving (USA)	28 Green Friday	29	30 St Andrew's Day
31	1	2	3	4	5	6



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DECEMBER 2025



Tasks This Month

- Send newsletter(s) to your email list
- Prep for Christmas events and markets
- Reflect on the year's successes and lessons learned
- Enjoy a well earned Christmas break!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	1 Cyber Monday	2	3	4	5	6
7	8	9	10	11	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 Year's Eve	1	2	3
4	5	6	7	8	9	10



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