



Example: Rolling 90-Day Content Calendar (Trendy Online Retailer)

Current Month: August

☒ August (Review & Plan):

- Week 1: Analyze July's sales data, website traffic, and social media engagement.
- Week 2: Brainstorm September, October, and November content themes.
 - September: "Fall Fashion Refresh"
 - October: "Spooky Style & Cozy Comfort"
 - November: "Holiday Gift Guide & Early Bird Deals"
- Week 3: Assign content creation tasks, including product photography, blog writing, and social media scheduling.
- Week 4: Begin drafting September content and scheduling social media posts.

Next 90 Days: September, October, November

☒ September (Fall Fashion Refresh):

- Blog Post: "The Ultimate Guide to Layering Fall Outfits"
- Social Media: Showcase new arrivals, style inspiration with customer photos, and behind-the-scenes of fall photo shoots.
- Email Campaign: "New Fall Collection: Shop Now!" with exclusive discounts.
- Video: "Fall Fashion Try-On Haul" featuring popular items.

☒ October (Spooky Style & Cozy Comfort):

- Blog Post: "Halloween Costume Ideas Featuring Our Apparel" and "Cozy Night In: Must-Have Loungewear."
- Social Media: Run a Halloween costume contest, share cozy home outfit ideas, and create themed Instagram stories.