

6-Month Digital Marketing Plan & Time Management for 5 Projects

 Overview of Monthly Content per Project

- **3–4 Static Ads** (theme-based, food/product images)
- **2 Video Ads** (promotional or storytelling)
- **3–4 Reels** (short, trendy, or informative videos)
- **Posting Days:** Fridays to Sundays

 Monthly Strategic Focus

Month	Main Objective	Monthly Focus	Description
1	Brand Introduction	"Get to Know Us"	Introduce brand, menu, team, and values
2	Visual Theme & Consistency	"Signature Styles"	Showcase signature dishes or services
3	Engagement Building	"Let's Connect"	Polls, reviews, comment-based reels
4	Promotional Campaigns	"Deals of the Month"	Ads on discounts, combos, festive offers
5	Emotional Branding	"Why Choose Us"	Unique selling points, stories, BTS
6	Customer Loyalty & Recap	"Thank You"	Contests, giveaways, recap videos

 Monthly Time Management Plan

Week	Focus	Activities
Week 1	Strategy & Planning	Theme finalization, calendar creation
Week 2	Production Part 1	Shoot/edit 1st video, design 2 ads, shoot 2 reels
Week 3	Production Part 2	Shoot/edit 2nd video, design rest of ads, shoot 2 more reels
Week 4	Posting & Monitoring	Final captions, schedule posts, check engagement



Weekly Content Task Breakdown

Day	Task	Details
Monday	Planning & Review	Review metrics, finalize ideas/scripts
Tuesday	Design Static Ads	Create 1–2 ad posts per project
Wednesday	Shoot/Edit Reels	Focus on 15–30 sec reels with trending music
Thursday	Video Ad Production	Script, shoot or edit 1 video ad
Friday	Post Static Ad & Reel	Static theme ad + 1 reel
Saturday	Post Reels/Stories	Fun or trending content
Sunday	Post Video Ad/Testimonial	Long-form video or review highlight

Sample Team Task Distribution

Role	Responsibility	Estimated Time
Content Planner	Plan calendar and themes	4–6 hrs/week
Graphic Designer	Create static visuals	2–3 hrs/day
Videographer/Editor	Shoot/edit videos & reels	3–4 days/month
Social Media Mgr	Schedule posts	1 hr/day
Community Mgr	Reply to DMs & comments	1–2 hrs/weekend



Recommended Tools

- **Design:** Canva, Photoshop
- **Video:** CapCut, InShot, Premiere Rush
- **Scheduling:** Meta Business Suite, Buffer
- **Analytics:** Instagram/Facebook Insights, YouTube Studio

Would you like this in Excel format as well for tracking and checklists?