






JANUARY

TOPIC SUGGESTION:

Unique Selling Points

-  Write about your company
-  Discuss your processes
-  Talk about what makes your company unique

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
						1 New Year
2	3 Take a selfie to let your followers know the person behind the brand	4 National Trivia Day #NationalTriviaDay	5	6	7 Share what happens on the unseen side of your business	8
9	10 Give your audience a sneak peek of a project	11	12	13	14 Share a fun fact about your niche	15
16	17 'Ask Me Anything': encourage people to ask you anything today	18	19	20	21 Share the story about how you started your business	22
23	24 Tell a story about your top-selling product or service	25	26	27 Founder's birthday	28 Promote your other social profiles	29
30	31					








FEBRUARY

TOPIC SUGGESTION:

Service Descriptions

-  How will your services help your clients?
-  Discuss your niche
-  How can clients avail of your service?

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 Encourage your followers to share their thoughts about a trend within your industry	3	4	5 Promote your newsletter
6	7	8 Safer Internet Day	9 Ask your audience what their biggest struggle in business is	10	11	12 Make a live video about your service
13	14 Valentine's Day	15 Ask your followers how they feel about St. Valentine's Day	16	17	18	19 Spread joy and laughter with a funny meme, joke, or story
20	21	22	23 Offer productivity tips	24	25	26 Share the view from your office
27	28					







MARCH

TOPIC SUGGESTION:

What is web development?

 Tell a story about your industry

 Help your clients determine the kind of web development service that they need

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 Come up with an interesting fact about women in your niche	8 International Women's Day <small>#InternationalWomensDay</small>	9 Link to a tool/resource you can't live without to run your business	10	11	12
13	14 Pi Day <small>#PiDay</small> Share a super simple hack to a common problem	15	16 Create a challenge related to your niche	17	18	19
20	21 Create a mini-course about a specific topic in web design	22	23	24 Create a poll	25 Share your top favorite apps that help you in the business	26
27	28	29	30	31 Talk about the best web designer you know (aside from you!)		







APRIL

TOPIC SUGGESTION:

Web agency statistics

-  Trends and research about web agencies
-  Statistics that can help your clients

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
					1 April Fool's Day	2
3	4	5 Share an article with an interesting perspective	6	7 Share an attention-grabbing statistic	8	9
10	11	12 Explain why you decided to join the business	13	14 Share statistics about web agencies from different countries	15	16
17	18	19 Talk about a defining moment in your business	20	21	22 Earth Day "What If" Scenario - Visualize an interesting stat	23
24	25	26 Tell about time management tips that work for you	27	28	29 Share something about your community	30







MAY

TOPIC SUGGESTION:

Comparison content

-  Write content on how different your services are compared to others
-  Write answers to common objections

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Invite people to join your mailing list	3	4 Star Wars Day <small>#StarWarsDay #MayThe4thBeWithYou</small>	5	6 Collaborate with a brand	7
8	9 Comparison article vs competitor 1	10	11	12	13 Share changes you've made in your business	14
15	16 'Before and After': write a short story about your brand	17	18	19	20 Comparison article vs competitor 2	21
22	23 Create a meme based on your audience preferences	24	25	26	27 Comparison article vs competitor 3	28
29	30	31				







JUNE

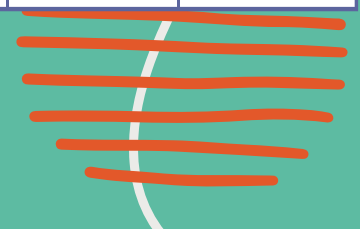
TOPIC SUGGESTION:

Myths and misconceptions

-  Clarify misconceptions about your service or brand
-  Publish infographics to clarify concepts or ideas

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
		LGBTQ Pride Month	1 Tell about a challenge you're currently facing in your business	2	3	4 Correct a common misconception that's related to your industry
5	6	7	8 Create a day in the life of a web agency owner	9	10	11 Share an opinion
12	13	14 Ask your audience a question about web design or web programming	15	16	17	18 Open up about your greatest fear
19	20	21 Talk about something you've struggled with	22	23	24	25 Advertise an affiliate program
26	27	28	29	30 Social Media Day #SMDay #SocialMediaDay		







JULY

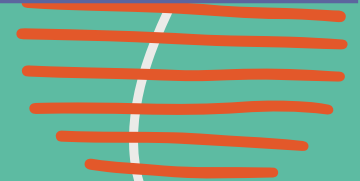
TOPIC SUGGESTION:

Lists

-  Create easy-to-read lists about your product or service
-  Examples: Top 10 web agencies in the UK, What to prepare before a website rebrand

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 Talk about your service features and how they help people	5	6	7 World Chocolate Day <small>#WorldChocolateDay</small> Share 5 things about your business	8	9
10	11 Recommend a list of websites that have amazing UX/UI design	12	13	14 Post a collection of projects	15	16
17 World Emoji Day <small>#WorldEmojiDay</small>	18 Share your Top 5 solutions to common web agency problems	19	20	21 Talk about your service's Top benefits	22	23
24	25 Write about Top 10 web agencies and include yourself	26	27	28 Write about the Top reasons why you should hire a web agency	29	30
31						





AUGUST

TOPIC SUGGESTION:

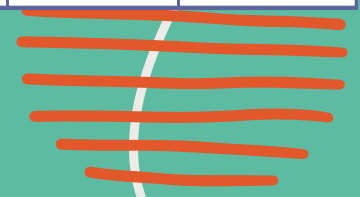
Terminologies



Educate your clients with terms you commonly use in your industry

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
Black Business Month	1	2 Tell about your favorite podcast related to your niche	3	4 Share a photo of a project you're starting	5	6
7	8 Universal & International Infinity Day	9 Give progress teasers for the above	10	11 Talk about your logo	12	13
14	15	16 Share your favorite YouTube channel related to your niche	17	18	19 Reveal some habits of famous successful people	20
21	22	23 Make a list of alphabetical advice	24	25	26 Recommend your favorite online course related to your niche	27
28	29	30	31			





SEPTEMBER

TOPIC SUGGESTION:

How Tos

Create helpful content that will function like an "after-sales service" for your clients



Examples: How to increase website traffic, How to market your new website

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
			National Hispanic Heritage Month (US)	1	2	3
4	5	6 Make a how-to video detailing the steps on how to do something very specific	7	8	9 Share how to solve a mistake you typically see your customers or competitors make	10
11	12	13 Post an infographic with helpful tips or information for your audience	14	15	16 Repurpose old content (don't forget to update the images!)	17
18	19	20 Create a tutorial for multiple ways to do the same thing	21	22	23 Share your proven ways to take control of website issues	24
25	26	27 Share 10 How-To links that you love	28	29 Inventors Day	30 Create a pros and cons list related to your niche	








OCTOBER

TOPIC SUGGESTION:

Social Proof

-  Client testimonials
-  Case studies
-  Sample works

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
					National Cyber Security Awareness Month	1
2	3 Make a screenshot of social proof you'd like to highlight	4	5	6	7 Answer a question you tend to get asked a lot	8
9	10 World Mental Health Day Reveal what's currently working well for your customers or your business	11	12	13	14 Feature a customer by sharing how and why they became your client	15
16	17 @Mention a Follower: Give them a shout out using the @mention feature in social media	18	19	20	21 Feature a weird, unexpected way that your clients are using your service	22
23	24 Share the worst advice you ever received	25	26	27	28 Talk about a situation that inspired you	29 International Internet Day
30	31					





NOVEMBER

TOPIC SUGGESTION:

Guides or Ebooks

-  Create guides for new tools or new techniques in web design
-  You can create industry-specific content or a comprehensive guide for a particular project

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
	Men's Health Awareness Month <small>(aka No-Shave November and "Movember")</small>	1	2 Share an educational or informative article	3	4	5 Share an article, podcast, video, etc., with an expert talking about your industry
6	7	8	9 Let your audience in on a topic you're currently learning	10	11	12 Show your favorite book related to your niche
13	14	15	16 As your audience grows on social media, reintroduce yourself and your business	17	18	19 Announce special offers for your Black Friday
20	21	22	23 Make a fall checklist for website maintenance	24 Thanksgiving Day	25 Black Friday	26 Small Business Saturday Make a list of easy goals to accomplish before the end of the year
27	28 Cyber Monday	29	30			







DECEMBER

TOPIC SUGGESTION:

Achievements and Milestones

-  Best projects or clients
-  Changes and improvements in the company

NOTES:

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5 Share a story of you hosting or attending a special event	6	7	8 Show an award or accolade you or your business has received this year	9	10
11	12 Show your team saying thanks to clients through video or through design	13	14	15 Share a recent win or success in your business.	16	17
18	19 Tell a story about a recent "failure" in your business and how you overcame it	20	21	22 If you have a favorite charity or cause you support, share it with your audience	23	24
25 Christmas Day	26 Boxing Day (Canada) If you have employees who help make your business great, tell the world about them!	27	28	29 Thank your followers for staying with you!	30	31 New Year's Eve

