Use this monthly calendar template to plan out your text message marketing strategy.

QUICK TIPS:

- First, determine how many times a month you'd like to text your subscribers. Keep that number in mind as you develop your monthly plan.
- Mark down any special promotions your business has this month. Determine when and if you'd like to send your audience special messaging around those promotions.
- Make note of any holidays this month and if you'd like to send out corresponding texts related to those holidays.
- Don't forget to stay flexible. This monthly plan is a great place to start, but don't be scared to add or remove text messages as needed.