



Digitally Speaking

Thanks for downloading this email content tracker calendar template. This is a perfect template if you are just starting out with sending emails, and getting into the habit of sending

Use these monthly calendar templates to set your focus and schedule your email content and use to be able to track your results.

It helps to see, and track, what you've written about, the results from the emails, how your subscribers are faring, and more importantly - keeps you focused on scheduling and keeping consistent.

Look back and know what really worked, what didn't, where you veered, etc. And make adjustments along the way. It will really start to help you understand your audience better, and create more content that's of particular value to them.

Connect with us! We are the Emerging Speakers Bureau, and creators of the Digitally Speaking Institute, where we bridge the digital divide to get you speaking sooner, and establishing yourself as the credible expert you are!

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EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

JANUARY

FEBRUARY

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

Results: _____ Best Practices: _____

Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____



EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

MARCH

APRIL

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

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Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____

EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

M A Y

J U N E

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

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Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____

EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

JULY

AUGUST

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

Results: _____ Best Practices: _____

Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____

EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

S E P T E M B E R

O C T O B E R

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

Results: _____ Best Practices: _____

Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____

EMAIL CONTENT TRACKING CALENDAR YEAR: 20__

NOVEMBER

DECEMBER

Scheduled Date				
Theme/Topic				
Campaign				
Email Sections				
Subject Line				
CTA (call to action)				
Content 1				
Content 2				
Promotion/Event				
Link 1				
Link 2				
Affiliate /JV				
Email List Used				

Stats				
open				
clicks				
new subscribers				
unsubscribes				

Results: _____ Best Practices: _____

Results: _____ Best Practices: _____

Popular Content: _____ Lessons Learned: _____

Popular Content: _____ Lessons Learned: _____

Goal: _____

Goal: _____