

#	PUBLISH	WK	TITLE	CHANNEL	TYPE	CAMPAIGN	OWNER	STATUS	LIVE	NOTES / CTA
1	Tue 5 Jan	1	New Year, New Ops — hero blog	Blog	Article	Q1 Launch	Sam	Published	☒	Pillar page, 1,800 words
2	Sat 9 Jan	1	Product roadmap 2027 webinar	Webinar	Live	Q1 Launch	Alex	Published	☒	Registration LP + 3 reminder emails
3	Sat 16 Jan	2	LinkedIn carousel — 5 trends	LinkedIn	Carousel	Q1 Launch	Riley	Published	☒	Repurpose from hero blog
4	Sat 23 Jan	3	Customer story: Northwind	Blog	Case study	Always-on	Sam	Published	☒	Needs legal sign-off
5	Sat 30 Jan	4	February newsletter	Email	Newsletter	Always-on	Jordan	Published	☒	Segment: active users
6	Sat 6 Feb	5	Pricing page refresh	Website	Landing page	Q1 Launch	Alex	Scheduled	☐	A/B test two headlines
7	Sat 20 Feb	7	Short-form video: onboarding	YouTube	Video	Activation	Riley	Scheduled	☐	60 seconds, vertical
8	Sat 6 Mar	9	Integration launch — press release	PR	Press release	Partner push	Jordan	Scheduled	☐	Embargo until 9am ET
9	Sat 13 Mar	10	March newsletter	Email	Newsletter	Always-on	Jordan	Review	☐	Include integration news
10	Sat 20 Mar	11	Benchmark report 2027	Gated	Report	Demand gen	Sam	Review	☐	Design pass pending
11	Sat 3 Apr	13	LinkedIn thought-leadership post	LinkedIn	Post	Always-on	Alex	Draft	☐	
12	Sat 10 Apr	14	Spring campaign teaser	Instagram	Reel	Q2 Spring	Riley	Draft	☐	Shoot booked 12 Apr
13	Sat 24 Apr	16	Spring campaign launch email	Email	Campaign	Q2 Spring	Jordan	Draft	☐	3-email sequence
14	Sat 8 May	18	How-to guide: reporting	Blog	Guide	Activation	Sam	Draft	☐	SEO target: excel reporting
15	Sat 22 May	20	Partner co-marketing webinar	Webinar	Live	Partner push	Alex	Idea	☐	Confirm partner slot
16	Sat 5 Jun	22	Mid-year customer survey	Email	Survey	Always-on	Jordan	Idea	☐	
17	Sat 19 Jun	24	H1 results infographic	LinkedIn	Infographic	Always-on	Riley	Idea	☐	
18	Sat 3 Jul	26	Summer feature announcement	Blog	Announcement	Q3 Summer	Sam	Idea	☐	
19	Sat 17 Jul	28	Video testimonial series ep.1	YouTube	Video	Demand gen	Riley	Idea	☐	
20	Sat 31 Jul	30	August newsletter	Email	Newsletter	Always-on	Jordan	Idea	☐	
21	Sat 14 Aug	32	Back-to-work productivity guide	Gated	Guide	Demand gen	Sam	Idea	☐	
22	Sat 28 Aug	34	Q4 planning webinar	Webinar	Live	Q4 Renewal	Alex	Idea	☐	
23	Sat 11 Sep	36	Customer story: Contoso	Blog	Case study	Always-on	Sam	Idea	☐	
24	Sat 25 Sep	38	Renewal reminder sequence	Email	Campaign	Q4 Renewal	Jordan	Idea	☐	
25	Sat 9 Oct	40	Year in review infographic	LinkedIn	Infographic	Always-on	Riley	Idea	☐	
26	Sat 23 Oct	42	Black Friday offer page	Website	Landing page	Q4 Renewal	Alex	Idea	☐	
27	Sat 6 Nov	44	December newsletter	Email	Newsletter	Always-on	Jordan	Idea	☐	
28	Sat 20 Nov	46	2028 predictions blog	Blog	Article	Q4 Renewal	Sam	Idea	☐	
29	Sat 4 Dec	48	Holiday thank-you video	YouTube	Video	Always-on	Riley	Idea	☐	
30	Sat 18 Dec	50	2028 planning kit	Gated	Template	Demand gen	Alex	Idea	☐	
31	Sat 25 Dec	51	New Year countdown posts	Instagram	Post	Always-on	Riley	Idea	☐	

STATUS BOARD		
Idea	17	
Draft	4	
Review	2	
Scheduled	3	
Published	5	

CHANNEL MIX		
Blog	6	
Email	7	
LinkedIn	4	
Webinar	3	
YouTube	3	
Instagram	2	

MONTHLY OUTPUT			
Jan / Feb	7	5 live	
Mar / Apr	6	0 live	
May / Jun	4	0 live	
Jul / Aug	5	0 live	
Sep / Oct	4	0 live	
Nov / Dec	5	0 live	

The pipeline holds 31 pieces across 9 channels — 5 published, 3 scheduled, 6 in production and 17 still at idea stage.

Busiest owner: Sam. Next item due: Tue 5 Jan — New Year, New Ops — hero blog.