Calendar: Customer Engagement

A simple, repeatable plan to stay visible, trusted, and relevant



Introduction

This calendar helps small businesses engage customers consistently—without overposting, confusion, or burnout. It brings structure to emails and social media so you know *what to say, when to say it, and why it matters*.

Use this as your default monthly rhythm to build familiarity, trust, and recall with customers. Adapt the frequency, channels, or themes based on your business size, audience, and capacity—without losing consistency.

Recommended Frequency (Simple & Sustainable)

Email: 1–3 per week
Social Media: 3–5 posts per week + Stories (optional)

Start small. Consistency matters more than volume.

Weekly Engagement Calendar (Core Template)

Email Calendar

Monday – Value Email
☐ Tip, checklist, or how-to related to your product/service
☐ No hard selling

Wednesday – Trust Email
☐ Customer story, testimonial, before–after, or case example

Friday – Offer Email
☐ Limited-time offer, bundle, restock, or best-seller highlight

If you're new, start with just Monday.

Social Media Calendar

Monday – Education
☐ Tip, do/don't, mini tutorial, carousel or reel

Tuesday – Behind the Scenes
☐ Making, packing, sourcing, process, daily work

Wednesday – Social Proof
☐ Review screenshot, customer photo, testimonial video

Thursday – Engagement
☐ Poll, Q&A, this-or-that, myth vs fact

Friday – Offer
☐ Weekend deal, combo, urgency post

Saturday – Community / Story
☐ Founder note, journey, local connection

Sunday – Light / Recap
☐ FAQ, weekly recap, or next-week preview

Too heavy? Start with Mon–Wed–Fri only.

Monthly Engagement Focus (4-Week Cycle)

Week 1 – Awareness
☐ Who you are, what you sell, problem you solve

Week 2 – Education
☐ How to use your product/service, common mistakes

Week 3 – Trust & Proof
☐ Reviews, customer stories, results, UGC

Week 4 – Conversion & Loyalty
☐ Offers, bundles, thank-you messages, repeat-customer push

Always Mark These in Your Calendar

☐ Festivals (Diwali, Rakhi, Pongal, Eid, etc.)
☐ Pay-day periods (1st–5th of month)
☐ Product launches / restocks
☐ Local events or exhibitions

Daily & Weekly Effort Checklist

Every Day (15–20 mins)
☐ Reply to DMs, comments, emails
☐ Re-share customer posts
☐ Capture 1 photo/video for future use

Twice a Week
☐ Check basic metrics (views, saves, replies)
☐ Note top customer questions

Once a Week
☐ Plan next week's posts + emails
☐ Batch-write captions and drafts

Engagement Principles (deAsra Lens)

☐ Value-first, not sales-first
☐ Repeat messages across email + social for recall
☐ Encourage replies, polls, feedback
☐ Use customer stories more than brand claims
☐ Keep language simple and human

Optional: Industry Customisation

- **Food / Fashion / Beauty:** More visuals, BTS, UGC
- **Spices / FMCG:** Education + recipes + usage reminders
- **Professional Services:** Tips, do-nots, insights, case examples

---

Summary

You don't need daily posting to stay relevant.
A simple, repeatable engagement calendar builds **trust, recall, and repeat business**—one week at a time.

deAsra Foundation is your 24/7 business companion.

Access practical tools, expert insights, and ready-to-use resources designed for entrepreneurs under the



dreamBIG

initiative to accelerate your business growth!

Generated on : 07-October-2026