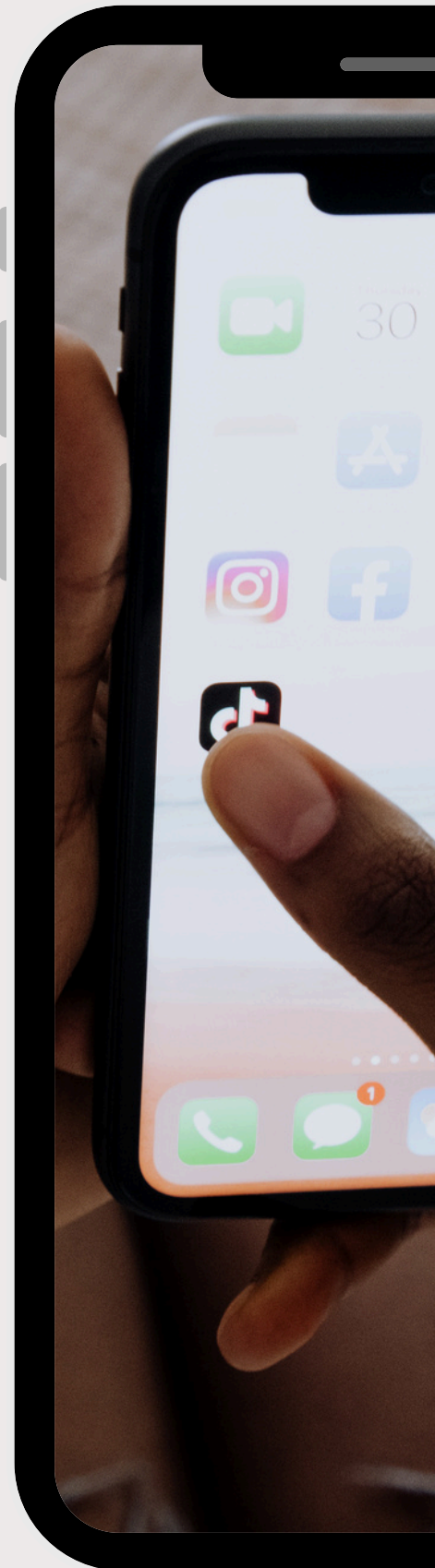# Digital

MARKETEERS

30 day tiktok content plan

30-Day TikTok Content Plan for your Digital Marketing & Digital Product Creation brand.

Complete with viral-style hooks + captions for each day. These are plug-and-play, so you can film or schedule with zero guesswork.

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WEEK 1: Awareness + Authority

Day 1

Hook: "Why digital products are the new digital gold rush"
Caption: Everyone's talking about passive income—but this is where it really starts. Want in?
Comment 'start'
Idea: Face to cam + gold rush visual metaphor
Sound: Upbeat trend or lo-fi bgm

Day 2

Hook: "3 types of digital products that sell like wildfire in 2024"
Caption: Templates, ebooks, courses… but which one's right for you?
Save this + tag your biz bestie.
Idea: List on screen with quick examples

Day 3

Hook: "Myth: You need 10K followers to make money online"
Caption: 300 followers. $2K in sales. Here's how you actually win on TikTok with a small audience
Idea: Show proof or story-based explainer

Day 4

Hook: "How my $27 template sold 1,000+ copies (while I slept)"
Caption: I turned this idea into a low-ticket offer. It exploded. You can do it too. Want the blueprint?
CTA: Comment "blueprint"
Idea: Screen record product stats

Day 5
Hook: "Steal this digital product idea. I'm not gatekeeping."
Caption: A hot niche + a problem-solving product = digital income. Save this before I delete it.
Idea: Drop niche-specific idea (e.g. ADHD planner, pitch deck, brand audit)

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Day 6

Hook: "Best FREE tools to create and sell your first digital product"
Caption: Canva. Google Docs. You don't need fancy tech to win.
CTA: Save this toolkit for later
Idea: Show logos, visuals, or B-roll

Day 7

Hook: "How I built my digital product business in 5 steps"
Caption: No fluff. No fluff. Here's exactly what I did—start to scale.
CTA: Want this mapped out in a guide? Drop "guide"
Idea: Break into a visual 5-step process

WEEK 2: Education + Engagement

Day 8
Hook: "How to choose the right digital product for your skills"
Caption: Answer these 3 questions and your perfect product will build itself
Idea: Pop quiz format
CTA: Comment answers for feedback!

Day 9
Hook: "Stuck on what product to create? Try this formula"
Caption: Problem you solved × format you like × audience = gold
Idea: Voiceover with examples

Day 10
Hook: "If I had 24 hours to launch from scratch, here's EXACTLY what I'd do"
Caption: From idea to sales in 1 day. Yes, it's possible.
CTA: Save this plan—you'll thank me later

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Day 11
Hook: "3 beginner mistakes I see in digital product launches"
Caption: Mistake #2 is costing you $$$. Learn from this before you launch.
CTA: Comment "mistakes" for the checklist
Idea: Mistake > Fix style

Day 12
Hook: "Planning your digital product just got easier with this template"
Caption: Built this for creators who overthink. Want the link?
CTA: Comment "planner" or check bio
Idea: Scroll demo or aesthetic B-roll

Day 13
Hook: "What's stopping you from launching your product?"
Caption: Be honest… what's holding you back? Let's solve it together.
CTA: I'll reply to as many comments as I can
Idea: Open-ended Q

Day 14
Hook: "POV: You finally launch your first product after overthinking for 3 months"
Caption: That 'OMG I DID IT' moment. This one's for the dreamers + doers.
Sound: Inspo or viral celebration audio

WEEK 3: Social Proof + Sales

Day 15
Hook: "My exact system to sell digital products on autopilot"
Caption: Email. Funnels. TikTok. Repeat. This changed the game.
CTA: Want me to break it down in a free mini training?

Day 16
Hook: "Inside my $47 product (people ask for this weekly)"
Caption: Let me show you exactly what you get.
CTA: Want this? Link's in bio
Idea: Scroll-through demo

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Day 17
Hook: "What I wish I knew before launching my first digital product"
Caption: I almost quit. Then I figured this out.
CTA: If this helped you, drop a "YES" in the comments

Day 18
Hook: "Let's normalize making digital income without going viral"
Caption: This is your permission slip to start small. Consistency > clout
CTA: Tag someone who needs this!

Day 19
Hook: "You don't need to be an expert. Just 2 steps ahead."
Caption: Someone out there needs what you've figured out.
CTA: Share your niche in the comments—I'll give you a product idea

Day 20
Hook: "DMs like this remind me why I started"
Caption: Real people. Real results. And I'm just getting started.
CTA: Want to be next? Link in bio
Idea: Green screen a message or testimonial

Day 21
Hook: "When sales slow down, I do this 3-step reset"
Caption: No panic. Just strategy. Save this for later.
CTA: Want the 3-step checklist? Drop "reset"

WEEK 4: Launch, Build Hype + Community

Day 22
Hook: "Ask me anything about launching your first digital product"
Caption: Questions open! I'll reply to every one with a video
CTA: Let's build your idea—drop it below
Idea: Crowdsource next content from this

Day 23
Hook: "This used to be a dream. Now it's daily life thanks to digital products"
Caption: I'm not special. I just started.
CTA: Ready to build your first product? Let's do it.

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Day 24
Hook: "Top 3 digital product niches exploding right now"
Caption: There's still time to win in 2024. Here's where the buyers are.
CTA: Comment your niche—I'll give a product idea

Day 25
Hook: "How I made my first 10 sales without a single ad"
Caption: Purely organic. TikTok + strategy = magic
CTA: Want this system? Drop "first10"

Day 26
Hook: "Here's how I actually built this product"
Caption: From blank screen to sellable product. Watch the process.
Idea: Time-lapse or B-roll

Day 27
Hook: "This $0 tool helped me make over $10K in digital product sales"
Caption: Free. Fast. Game-changing.
CTA: Want the tools list? Comment "toolkit"

Day 28
Hook: "You have a sellable product inside you right now"
Caption: Don't overthink it. Just solve one small problem.
CTA: What's one thing you know how to do better than most?

Day 29
Hook: "BIG ANNOUNCEMENT: My new product drops in 3 days!"
Caption: You've been asking… it's coming. Want first access?
CTA: Comment "VIP" or join the waitlist (link in bio)

Day 30
Hook: "This was my first product. I made $___. Now look at this…"
Caption: Proof that small starts can scale.
CTA: Ready to start yours? I'll help—link's in bio.

BONUS TIPS FOR THIS CALENDAR:
Rotate content formats: Use voiceovers, face-to-cam, screen recordings, green screen, B-roll + trending audio
Use captions + bold hooks on-screen to improve watch time
Pin 1–3 best videos to your profile (testimonial, product demo, or viral tip)
Add a CTA in every post: "Link in bio," "Comment 'guide'," "Save this," etc.