

	Online Marketing			Offline Marketing					PR			Opportunity
	Web	Email	Adwords	Ads	Direct	Out-of-home	Broadcast	Trade	Traditional	Event	Social	
January												
Week 1 <i>New Years</i>	(3) Blogs		Ongoing								Ongoing	
Week 2	(3) Blogs	Email Newsletter	Ongoing		Postcard Mailing						Ongoing	
Week 3	(3) Blogs		Ongoing						Press Release		Ongoing	
Week 4	(3) Blogs		Ongoing								Ongoing	
Budget		\$100	\$400/month		\$600				\$100			
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers	1.# trackable leads		1.# inbound leads				1.# inbound leads		1.# shares, follows, retweets, etc.	
February												
Week 1	(3) Blogs		Ongoing								Ongoing	
Week 2 <i>Valentines Day</i>	(3) Blogs	Email Newsletter	Ongoing		Postcard Mailing						Ongoing	
Week 3	(3) Blogs		Ongoing						Press Release		Ongoing	
Week 4	(3) Blogs		Ongoing								Ongoing	
Budget		\$100	\$400/month		\$600				\$100			

	Online Marketing			Offline Marketing					PR		Opportunity
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers	1.# trackable leads		1. # inbound leads				1. # inbound leads		1. #shares, follows, retweets, etc.
March											
Week 1	(3) Blogs		Ongoing								Ongoing
Week 2	(3) Blogs	Email Newsletter	Ongoing		Postcard Mailing						Ongoing
Week 3 <i>St Patty's Day</i>	(3) Blogs	St. Patty's Email	Ongoing						Press Release		Ongoing
Week 4	(3) Blogs		Ongoing								Ongoing
Budget		\$200	\$400/month		\$600				\$100		
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers	1.# trackable leads		1. # inbound leads				1. # inbound leads		1. #shares, follows, retweets, etc.
April											
Week 1 <i>Easter</i>	(3) Blogs		Ongoing								Ongoing
Week 2	(3) Blogs	Email Newsletter	Ongoing		Postcard Mailing						Ongoing
Week 3	(3) Blogs		Ongoing						Press Release		Ongoing
Week 4	(3) Blogs		Ongoing								Ongoing
Budget		\$100	\$400/month		\$600				\$100		

	Online Marketing			Offline Marketing					PR		Opportunity
Budget		\$200	\$400/month		\$600				\$100		
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers	1.# trackable leads		1.# inbound leads				1.# inbound leads		1.# shares, follows, retweets, etc.
November											
Week 1	(3) Blogs		Ongoing								Ongoing
Week 2	(3) Blogs	Email Newsletter	Ongoing		Postcard Mailing						Ongoing
Week 3	(3) Blogs		Ongoing						Press Release		Ongoing
Week 4 <i>Thanksgiving</i>	(3) Blogs	Thanksgiving Email	Paused								Ongoing
Budget		\$200	\$300/month		\$600				\$100		
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers			1.# inbound leads				1.# inbound leads		1.# shares, follows, retweets, etc.
December											
Week 1	(3) Blogs		Paused								Ongoing
Week 2	(3) Blogs	Email Newsletter	Paused		Xmas Card						Ongoing
Week 3	(3) Blogs		Paused						Press Release		Ongoing

	Online Marketing			Offline Marketing					PR		Opportunity	
Week 4 <i>Christmas</i>	(3) Blogs	Christmas Email	Paused								Ongoing	
Budget		\$200	\$0		\$600				\$100			
Success	1.# comments 2.+ unique traffic 3.# inquiries	1.# email clicks 2.# email shares 3.# new subscribers			1. # inbound leads				1. # inbound leads		1. #shares, follows, retweets, etc.	