

Marketing Calendar

Date (Week of)				
Sales Goal				
Sales Support				
Sales Promotions				
Printed Collateral				
Presentations				
Public Relations				
Special Events / Sponsorships				
Media Releases				
Word of Mouth				
Referral Programs				
Interactive				
Keyword/Search				
Targeted Ads				
Online Auctions / Stores / Classifieds				
Online Directory Listings				
Affiliate Marketing				
Social Media: Facebook Twitter LinkedIn YouTube Other				
Blog				
Email				
Website Updates				
Article Submission				
Mobile/Text Message				
Traditional Ads				
TV				
Radio				
Print				
Outdoor				
Research				
Customer Surveys				
Results				
Actual Sales				
Promotion Success Rating (1-10)				

Notes: