

MARKETING CALENDAR RESOURCE

A marketing plan should include a high level calendar that outlines specific tactics that will be undertaken for a 12-month period. A simple way to communicate marketing tactics and timing is to present a chart that colour blocks the month(s) in which specific tactics will occur. An example of a marketing calendar can be found on page 2.

Once the marketing calendar is complete, a detailed implementation plan needs to be created for each marketing tactic. An example of an implementation timeline is presented on page 3. This detailed timeline should include the specific activities that need to happen for each marketing tactic on a week by week basis. This timeline will be used by the company's marketing staff to ensure all tactics are being executed on time and that additional resources (e.g. vendors) and approval time are included. A company's marketing department should reference this timeline weekly and update as needed monthly to account for the completion/changes in activities

SAMPLE 12-MONTH MARKETING CALENDAR

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
CASE STUDIES												
PUBLIC RELATIONS												
DISTRIBUTOR E-NEWSLETTER												
SALES SUPPORT / COLLATERAL												
NUTURING PROGRAM												
BRAND CONSISTENCY												
WEBSITE												
LINKED IN												
SEARCH ENGINE OPTIMIZATION												
TESTIMONIALS												

SAMPLE 8 WEEK MARKETING IMPLEMENTATION PLAN

TACTICS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
CASE STUDIES		Establish case study parameters/ template needs		Decide on case study customers, review details	Draft case study #1	Review draft	Finalize case study #1	Proceed to develop case study layout
PUBLIC RELATIONS	Develop media list			Brainstorm topics for first two press releases	Draft press release #1	Review draft	Finalize press release #1	Distribute
DISTRIBUTOR E-NEWSLETTER		Develop e-newsletter framework	Review & finalize framework	Design e-newsletter template		Review and approve draft newsletter	Upload list and plan distribution	
SALES SUPPORT/ COLLATERAL				Provide corporate details for overview presentation	Presentation development		Review and approve presentation	
NURTURING PROGRAM		Single email message topic to end-users			E-newsletter details/topics for end users/OEM	Review, approval		
BRAND CONSISTENCY	Set up meeting to review existing brand materials & confirm list of needs			Review corporate identity standards	Provide comments and finalize	Template development	Review and approve new templates	
WEBSITE	Discuss website	Develop action plan/next steps	Develop site map & requirements			Review and approve site map & requirements	Send RFP to vendors	
LINKEDIN	Provide LinkedIn log-in information		Approve LinkedIn audit changes					
SEARCH ENGINE OPTIMIZATION		Review list of top 10 – 15 keywords for SEO	Keyword research		Finalize target keywords			
TESTIMONIALS		List of 3 target customers for testimonials	Approach customers		Receive testimonials		Review & finalize	