

## Annual Marketing Activity Calendar

Marketing Activity	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec
Advertising – print, outdoor, radio, TVC												
Advertising – online (Pay per Click, Google Adwords, etc)												
Article marketing – online sites												
Article marketing – print publications												
Direct marketing program (print)												
Direct marketing program (digital)												
Events (that you host)												
Exhibitions & conferences												
Newsletter (digital or print)												
Networking												
Podcasting												
PR												
Social media												
Speaking engagements												
Sponsorship of events												

Teleclasses												
Telemarketing												
Video marketing												
Workshops/Seminars												
Webinars												