



**dotFIT**  
Your Fitness. Connected.

## Quarterly Marketing Calendar Worksheet

Quarter	Months	Promotion and Desired Outcome	Action Plan	Person(s) Responsible
Example	January 1 <sup>st</sup> – March 31 <sup>st</sup>	<b>Meal Replacement Promotion</b>  <b>Desired Outcomes:</b> 1. To introduce the dotFIT meal replacement bars and powders to 50+% of our current members 2. Generate \$2,000 in extra product revenue each month 3. Have fun!	<ol style="list-style-type: none"><li>1. Review the Sampling Promotions Checklist</li><li>2. Ensure</li><li>3. Order enough bars and powders to ensure sufficient inventory to support the increased sales</li><li>4. Ensure all staff have tried the bars and powder flavors personally</li><li>5. Ensure dotFIT powders are used in smoothie bar recipes</li><li>6. Hold staff meeting to review roles and goals</li></ol>	<ol style="list-style-type: none"><li>1. Mary</li><li>2. Joe</li></ol>
1				
2				
3				