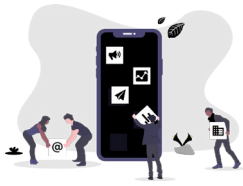




# Marketing CALENDAR overview

# Marketing Calendar Overview

An overview of your year's marketing objectives & tactics

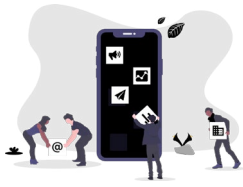


	Q1	Q2	Q3	Q4
Business or Commercial Directive	eG. increase customer base in new market. Launch new product.			
Marketing Strategy	eG. data indicated healthy traffic, but poor conversion. Focus on lead generation.			
KPI's	eG. Maintain max cost per acquisition \$40 & increase volume 20% yoy.			
Marketing Campaigns	eG. Trial promotion			
	eG. Product Launch			
Always On Marketing	Monitor brand interactions on key outposts. Trend based content creation each week. Develop content schedule for continual content promotion.			
Business As Usual Marketing	Manage paid media CpC to KPI max. SEO & organic search			



# Marketing Calendar Overview

*Business name*



Q1

Q2

Q3

Q4

Business or  
Commercial  
Directive

Marketing Strategy

KPI's

Marketing  
Campaigns

Always on Marketing

Business As Usual  
Marketing



*Use the Sales Funnel Plan to help execute your strategy*