

MARKETING PLANNER



WITH MONTHLY & WEEKLY PROMOTION PLANNING SPACE & A 12-MONTH CALENDAR

How to use this planner:

The Monthly Planner on the next page is meant for you to plan 12 months of major promotions or marketing pushes.

- Write out each month of the year in the first column.
- Describe your marketing push, special, or promotion in the second column.
- Record the social/physical networks in which you will promote your marketing push in the third column.
- Rate the effectiveness of, or describe the results of, each push in the last column. This will help you judge whether or not to reuse each promotion in the future.
- Record any key dates or required actions for each promotion in the calendar at the back of this planner or in your personal planner or digital calendar of choice.

Example:

Month	Push/Promotion	Networks	Rating or Result
January	<i>New Year, New Wardrobe Giveaway Have people write in personal stories or nominate others who need a new wardrobe.</i>	<i>FB, TW, PIN, LI, Insta, guest blog post</i>	<i>A+ 170 new FB likes + 30 new Twitter followers</i>
February	<i>Free Men's Wardrobe Guide (eBook) when you sign up for our monthly emails</i>	<i>FB, TW, PIN, LI, website sidebar</i>	<i>B+ 25 new email subscribers</i>
<i>etc.</i>			

The Weekly Planner that follows the Monthly Planner is meant for you to plan 52 weeks of content or promotions.

- Use the Weekly Planner in the same fashion as the Monthly Planner (described above), except try to break up tasks and promotions into smaller chunks.
- Don't forget to record key action items, promotions, or needs on the calendar at the back of this planner or on the calendar of your choice.

The calendar that follows the Weekly Planner is meant for you to record any promotions or important tasks on the appropriate day of the year.

If you have any questions, please tweet me: @AnjouConsulting

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