

Annual Marketing Plan Calendar

	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advertising Online ads Mobile text ads Yellow pages Print ads												
Direct Marketing Email newsletters Direct mail Mobile QR codes												
Collateral Brochure Sell sheets Promotional items Video/multimedia												
Public Relations Press releases Editorials												
Social Media Facebook LinkedIn Twitter Google+												
Website Content/landing page SEO campaign Mobile website												

Shade using the corresponding colors to show length of campaign or marketing activity with optional notes. See worksheet 2 (Sample Data) for example.