



INDISPENSABLE MARKETING

Sample Marketing Calendar

As you review the following sample calendar, notice how every tool is associated with a specific, quantifiable goal.

In addition, notice how many Marketing tools are based on attitude, rather than expenditure, based. Marketing success involves more than spending money. It means maintaining a consistent and positive marketing outlook.

Tool	Monthly Cost	Goal/comments	Results
Blog/Podcast	\$ 50	Goal to increase readership by 700 monthly.	
Follow-up	\$ 0	Make list of 10 prospects or former customers and contact them.	
Teleseminar	\$ 0	Contact 3 fusion marketing partners to propose joint teleseminar.	
Craigslist Classified Ad	\$ 0	Place 1 classified ad per month for the next six months.	
New services announcement letter	\$ 0	Email a campaign letter to all people on mailing list.	
30 second commercial	\$ 300.00	Spend time refining and practicing marketing message.	
Book two lectures	\$ 0	Call two associations to book speech.	
Join Toastmasters	\$ 0	Attend one meeting for the next eight weeks.	
Website Development	\$500.00	Hire developer and specify needs.	
Facebook	0	Join most influential groups and engage	
Enthusiasm	\$ 0	Convey this to all staff.	
Radio Spots	\$ 200.00	Call station and book time.	

We Help You Gain More Clarity, Confidence and Customers

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