

|                    | B                                         | C       | D | E  | F  | G  | H        | I  | J  | K  | L | M     | N  | O  | P  | Q | R     | S  | T  |
|--------------------|-------------------------------------------|---------|---|----|----|----|----------|----|----|----|---|-------|----|----|----|---|-------|----|----|
| Marketing Calendar |                                           | Q1      |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    |                                           | JANUARY |   |    |    |    | FEBRUARY |    |    |    |   | MARCH |    |    |    |   | APRIL |    |    |
|                    | Enter date of first Monday of each month. | 2       | 9 | 16 | 23 | 30 | 6        | 13 | 20 | 27 | – | 6     | 13 | 20 | 27 | - | 3     | 10 | 17 |
|                    | Sales Goal                                |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Sales Actual                              |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | National Marketing                        |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Banner Ads                                |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Other                                     |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Local Marketing                           |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Newspaper                                 |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | In-Store Marketing                        |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Public Relations                          |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Events                                    |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Sponsorships                              |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Press Releases                            |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Social Media                              |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Twitter                                   |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Facebook                                  |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Pinterest                                 |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Online                                    |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Blog                                      |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Website                                   |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Mobile App                                |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Advertising                               |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Online                                    |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Print                                     |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Radio                                     |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    | Television                                |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |
|                    |                                           |         |   |    |    |    |          |    |    |    |   |       |    |    |    |   |       |    |    |

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Marketing Calendar ▾

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