Marketing Calendar

ProjectManager

Email - January

Date	Campaign Name	Task Name	Task Description	Due Date	Assignees	Budget	Goals	Campaign Duration	Note
1	eBook follow-up	Content	Write and edit copy	Jan. 3	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in open rate	10 days	
2	eBook follow-up	Content	Write and edit copy	Jan. 3	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in open rate	10 days	
3	eBook follow-up	Content	Write and edit copy	Jan. 3	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in open rate	10 days	
4	eBook follow-up	Content	Write and edit copy	Jan. 3	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in open rate	10 days	
5	eBook follow-up	Content	Write and edit copy	Jan. 3	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in open rate	10 days	
6	eBook follow-up	Art	Design email	Jan. 8	John Dallas, Frank Stella, Jane Goodheart	$ 200.00	20 percent increase in CTR	10 days	
7	eBook follow-up	Art	Design email	Jan. 8	John Dallas, Frank Stella, Jane Goodheart	$ 200.00	20 percent increase in CTR	10 days	
8	eBook follow-up	Art	Design email	Jan. 8	John Dallas, Frank Stella, Jane Goodheart	$ 200.00	20 percent increase in CTR	10 days	
9	eBook follow-up	Art	Design email	Jan. 8	John Dallas, Frank Stella, Jane Goodheart	$ 200.00	20 percent increase in CTR	10 days	
10	eBook follow-up	Delivery	Send email	Jan. 10	John Dallas, Frank Stella, Jane Goodheart	$ 100.00	10 percent increase in sign ups	10 days	
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									
31									

Paid - January

Date	Campaign Name	Task Name	Task Description	Due Date	Assignees	Budget	Goals	Campain Duration	Note
1	eBook follow-up	Website ads	Ads on review sites	Jan. 5	Jason Brown, Joe Change, Sue Rando	$ 500.00	10 percent increase in click-through	5 days	
2									
3									