

Marketing Calendar 2014

Month	January					February				March				April					
Sales Goal	# new clients					# new clients				# new clients				# new clients					
Week of (Mon. Start)	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	
Key Dates & Events																			
Holidays	New Year's						Valentine's Day					St. Patrick's Day				Tax Day (15th), Easter (20th)			
e-Book Release																			
WEBINARS (MOFU)							How to make the most of your marketing c				Why HS's	COS is the 'smart' marketer's ch			Content Creation Blueprint				
Campaigns																			
Content Creation																			
COS Onboarding																			
Calendar																			
Public Relations																			
Press Releases			Create		Submit			Create		Submit		Create		Submit					
Online																			
Identify Keyword(s)																			
Identify TOFU offer	"2014 Marketing Calendar"				COS Readiness Checklist				107 Content Creation Ideas										
Landing Page-TOFU																			
Landing Page-MOFU																			
Blogpost/sidebar CTA(s)- 1 each																			
Lead Nurturing/Workflow																			
Blog/RSS				1x	2x	3x		1x	2x	3x		1x	2x	3x					
Email				Blast #1-CREATE	Blast #1-SEND			Blast #1-CREATE	Blast #1-SEND			Blast #1-CREATE	Blast #1-SEND						
Social Media Sharing																			
Website CTAs-HP Banner/Sidebar		CREATE		PLACE		CREATE		PLACE		CREATE		PLACE							
Guest Blogging-Arrange																			
Guest Blogging-Publish																			
Advertising																			
PPC																			
Research																			
Customer Surveys							Create	Send			Create	Send			Create	Send			
Analytics																			
Campaign Analysis																			