Marketing Calendar Template

Update this calendar with your marketing channels and key activities for each quarter.

Each month includes 5 weeks by default. Replace the weekly numbers 1,2,3, etc with the date of the Monday for that week.

		Quarter	1								0
		Month Week Status		January					Febr		
				1	2	3	4	5	1	2	
Activity	Owner(s)										
Search Engine Marketing											
Google Paid Search	DigitalFrog Agency	Started - Behind	*					1			
Bing Paid Search	DigitalFrog Agency	Not Started	*								
Website Optimizations											
Redesign Homepage	Bethany French	Started - On Track	7								
Redesign Pricing Page	Bethany French	Started - Behind	÷								
Add Testimonials	Kevin Sacks	Started - On Track	9)								
Email Marketing											
Launch Free Trial Drip Campaign	Sam Harrison	Not Started	•					10			
Launch Winback Campaign	Sam Harrison	Not Started	*								
Publish Monthly Newsletter	Sam Harrison	Ongoing	₩)								
Research											
Interview Core Customers	Sam Harrison	Not Started	*								
Research Competitive Landscape	Sam Harrison	Not Started	*)								
Public Relations											
Launch New Product Press Releas	Kelly Anne	Not Started	*								
Get Monthly Coverage in Media	Kelly Anne	Ongoing	**								
Events											