

MARKETING CAMPAIGN CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

JANUARY

DATE	ACTIVITY	CAMPAIGN TITLE	DESCRIPTION	AUTHOR	PERSON / DEPT RESPONSIBLE	STATUS	CALL TO ACTION	CATEGORY	METADATA	PLATFORM	MEASUREMENTS OF SUCCESS	COMMENTS
1	Advertising - Outdoor									Bus Shelter		
2	Advertising - Print									Mint Gazette		
3	Event									Tradeshow		
4	Email Marketing									Email		
5	Social Media									Twitter		
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ADDITIONAL NOTES FOR THE MONTH

FEBRUARY

DATE	ACTIVITY	CAMPAIGN TITLE	DESCRIPTION	AUTHOR	PERSON / DEPT RESPONSIBLE	STATUS	CALL TO ACTION	CATEGORY	METADATA	PLATFORM	MEASUREMENTS OF SUCCESS	COMMENTS
1	Advertising - Outdoor									Bus Shelter		
2	Advertising - Outdoor									Bus Shelter		