## **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									(
		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	7								
Bing Paid Search	DigitalFrog Agency	Not Started	*								
Website Optimizations											
Redesign Homepage	Bethany French	Started - On Track	•								
Redesign Pricing Page	Bethany French	Started - Behind	*)								
Add Testimonials	Kevin Sacks	Started - On Track	*								
Email Marketing											
Launch Free Trial Drip Campaign	Sam Harrison	Not Started	•								
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											