EVENT MARKETING TIMELINE

		PHASE ONE			PHASE TWO			PHASE THREE			PHASE FOUR		
CAMPAIGN TYPE	**ADDITIONAL INFO**	**WEEK 1**	**WEEK 2**	**WEEK 3**	**WEEK 4**	**WEEK 5**	**WEEK 6**	**WEEK 7**	**WEEK 8**	**WEEK 9**	**WEEK 10**	**WEEK 11**	**WEEK 12**
National Marketing													
Banner Ads													
Local Marketing													
Web Ads													
Public Relations													
Press Releases													
Webinars													
Content Marketing													
Sponsored Content													
Landing Page													
White Papers / ebooks													
Social Media													
Twitter													
Facebook													
Pinterest													
Instagram													
Google+													
LinkedIn													
Snapchat													
Online													
Blog													
Website													
Mobile App													
Mobile Alerts													
Email Newsletter													
Web													
Development													
Pay-Per-Click Marketing													
SEO													
Market Research													
Surveys													
Impact Studies													
Sales Campaigns													
Campaign A													
Campaign B													
Campaign C													
Campaign D													
Campaign E													
Other													
Corporate Branding													