## **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			January					Febr		
	Owner(s)	Week Status		1	2	3	4	5	1	2		
Activity												
Search Engine Marketing												
Google Paid Search	DigitalFrog Agency	Started - Behind	*									
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												