## ANNUAL MARKETING CALENDAR

v=	LINO OALLINDAN																																																			
	Q1											Q2										Q3																- (	Q4													
		JANUARY			FEBRUA			6.	MARCH				APRIL				MAY					JU	NE		JULY				AUGUST			S	SEPTEMBER			OCTOBER					NOVEMBER				DECEMBER							
Enter date of first Monday each month	4	11	18	25		1 8	1	5 22	29	7	14 2	21 21	8 -	4	11	18	25	. 2	9	16	23	30	6	13 2	0 2		4	11	18	25		1	8 15	22	29	5	12 1	9 26		3	10 1	17 2	4 31	7	14	21 2	28	. 5	12	19	26	<b>.</b>
Sales Goal																																																				
Sales Actual																																																				
National Marketing																			IJ.									ij.										II.											II.			
Banner Ads												15																-											10 1										-			
Local Marketing																																																				
Newspaper																																																				
In-Store Marketing																																																				
POP						-							100																					-								-										
Public Relations																																																				
Events																																																				
Sponsorships																																																				
Press Releases												-																															1									
Social Media																																																				
Twitter									0.0																																									0		
Facebook						-																																														
Pinterest						- 1		-					5,000	-							_	- 1			- 1		_							-								- 1					- 1					
Online																																																				
Blog																																																				
Website	_				_									-								_					_	-																_				-				
Mobile App			_						15.5			-						135	-								-	1								5 1			100				- 1									
Mobile Alerts					_		_															_				_	1																									
Advertising																																																				
Online	_		_	-	-44	- 1		-			- 1			4-		-			1	1		-4	-		- 1	4	-	-		1	5-4			-	L-				1-4			- 1	_	-	1-	_		44-	-	1		_
Print														-								_					-	-																								
Outdoor					_	-		-	-			-	-	-				-	-						- 4	-	1	-				-	-	4				-					-	_				-	-			
Radio														-					-			-						-													_		-	1		_		-				
Television	_	_	_		_	_	-	-	-		_	_	_	_		_	_	_			_	_	_		-	-	1	_				_	-				_	-	-		_	_	_	_			_	-				
Market Research																																																				
Surveys					_								-	1								_					1_																	_				1	-			
Impact Studies																														1 1-				-																1		
	_	-	4	-	-	-	-		1		-	-		-		-				1	-	-	-		- 1	-	+	-	1			-		-			-		-			-	-	-	-		-	-	-			
		-							100					-		-					_						-																	-								
		-			_		-	-	-					-				-	-			$\perp$				-	1	-															-	_				-				
<u> </u>								1																			-							1				-						-								
	_	-	_				-		-				-	-		-			-		_	_		_	-	-	-	-	-		-			-					-		-	-	-	-		_		-	-		-	_
			_				-					-		-				1.5	1		$\rightarrow$			-		1	-			-			1			5 1		-					- 1	-						-		
					_			-	-				-	1								_			-		1_							-					-					1				1	-			_
																									-					1 1-				-																1 -		
1														-								_					1_	_											_					1				_	-			_