H&H GRAPHICS GROUP SF Speedy

2012 Marketing Planning Calendar - 1st Qtr

Months / Weeks	January					February				March			
	1	8	15	22	29	5	12	19	26	4	11	18	25
Holidays and Special Dates	New Years Day		MLK Jr Day		Groundhog Day	Super Bowl Sunday	Valentine's Day	Presidents' Day / Ash Wed.			St. Patrick's Day		
Monthly Goal													
Advertising													
Direct Mail													
Monster Mailer													
Brochures & Collateral													
Radio & TV													
Indoor & Outdoor Signage													
Online Advertising													
E-Mail Blast													
New Website Messaging													
Develop Mobile Website													
Update Online Directory Listings													
Social Media Post													
Blog Article/RSS													
Pay Per Click Ads													
Podcast													
Public Relations													
Special Events & Sponsorships													
Presentations & Trade Shows													
Press Releases													
Research													
Customer Surveys													
Advertising Effectiveness													