MARKETING CALENDAR TEMPLATE

		Q1															Q2									
	ASSIGNED TO	JANUARY					FEBRUARY					MARCH					APRIL					MAY				
	Date of first Monday	2	9	16	23	30	6	13	20	27		6	13	20	27		3	10	17	24		1	8	15	22	29
Sales Goal																										
Sales Actual																										
National Marketing																										
Banner Ads																										
Other																										
Other																										
Local Marketing																										
Newspaper																										
In-Store Marketing																										
POP																										
Other																										
Other																										
Public Relations																										
Events																										
Sponsorships																										
Press Releases																										
Other																										
Other																										
Social Media																										
Twitter																										
Facebook																										
Pinterest																										
Other																										
Other																										
Online																										
Blog																										
Website																										
Mobile App																										
Mobile Alerts																										
Other																										
Advertising																										
Online																										
Print																										
Outdoor																										
Radio																										
Television																										
Other																										
Market Research																										
Surveys																										
Impact Studies																										
Other																										
Other																										
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