

Month of
January

Marketing Team Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
						1 Launch New Year Campaign
2 Analyze December Metrics	3 Set KPIs for Q1	4 Optimize Ad Spend	5 Draft Social Media Content	6 Conduct Market Research	7 Review Competitor Strategies	8 Schedule Email Marketing
9 Develop Influencer Strategy	10 Update Website Content	11 Plan Webinar Series	12 Design Promotional Materials	13 Create Video Content	14 Implement SEO	15 Evaluate Campaign
16 Brainstorm New Campaign	17 Refine Customer Personas	18 Develop Content Calendar	19 Review PPC Campaigns	20 Analyze User Feedback	21 Plan Trade Show Presence	22 Design Loyalty Program
23 Audit Marketing Channels	24 Set Up A/B Testing	25 Optimize Mobile Marketing	26 Plan Holiday Promotions	27 Develop Partnership	28 Review Marketing Budget	29 Create Customer Journey Maps
30 Plan February Campaign	31 Finalize Q1 Strategy					