

Marketing Calendar

	January		
Date (Week of)			
Sales Goal			
Key Dates / Events			
Sales Support			
Sales Promotions			
Printed Collateral			
Presentations			
Public Relations			
Special Events / Sponsorships			
Media Releases			
Word of Mouth			
Referral Programs			
Traditional Ads			
TV			
Radio			
Print			
Outdoor			
Research			
Customer Surveys			
Results			
Actual Sales			
Promotion Success Rating (1-10)			
Notes:			