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TIMING		PLANNING PLANNING PLANNING PLANNING PLANNING PLANNING PLANNING PLANNING							
Month	Send Date	Owner / Stakeholder	Email Type	Target / Persona	Source	Buying Season	Email List	Lead Story 1	
Description	Delivery Date	Who is creating this email?	Ex: Promo, Newsletter, etc.	High-level description of target audience	Where to find more info for content	Ex: spring, summer, fall, winter	Name of intended email list	First email template content block	
January									
Email 1									
Email 2									
Email 3									
February									
Email 1									
Email 2									
Email 3									
March									
Email 1									
Email 2									
Email 3									
April									
Email 1									
Email 2									
Email 3									
May									
Email 1									
Email 2									
Email 3									
June									
Email 1									
Email 2									
Email 3									
July									
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Email 2									
Email 3									
August									
Email 1									
Email 2									
Email 3									
September									
Email 1									
Email 2									
Email 3									