

ANNUAL MARKETING PLANNING BRAINSTORM

Spend 30 minutes utilizing this sheet and the next page to brainstorm your marketing objectives for the upcoming year. Consider all the touchpoints discussed in the Marketing Blueprint as you develop ideas to achieve your goals.



YOUR GOAL FOR THE YEAR: _____

DIRECT MAIL

SOCIAL MEDIA

EMAILS

POP-BYS

PHONE CALLS







CLIENT EVENTS

ANNUAL MARKETING CALENDAR





Take the ideas you brainstormed on the previous pages and decide what months you want to do those tasks. Sometimes, it's easiest to start with planning out your events first.

QUARTER 1







JANUARY

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____

FEBRUARY

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____







MARCH

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____







NOTES

QUARTER 3







JULY

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____

AUGUST

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____

SEPTEMBER

-  _____
-  _____
-  _____
-  _____
-  _____
-  _____
- G** _____

NOTES

KEY

 DIRECT MAIL
 EMAILS


 PHONE CALLS
 SOCIAL MEDIA


 POP-BYS
 CLIENT EVENTS


G GROWTH


QUARTER 2


APRIL


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G _____


MAY


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G _____


JUNE


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G _____


NOTES _____


QUARTER 4


OCTOBER


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G _____


NOVEMBER


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G _____


DECEMBER


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G _____

NOTES _____

MONTHLY MARKETING PLANNING

Break down each task below for the month and set deadlines to help keep you on track. Utilize the details section to elaborate on supplementary tasks related to the main objectives.



MONTH: _____

TASK: _____

DEADLINE: _____



DETAILS: _____

TASK: _____

DEADLINE: _____



DETAILS: _____

TASK: _____

DEADLINE: _____



DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____

TASK: _____

DEADLINE: _____



DONE

DETAILS: _____
