

- Monthly Marketing Action Plan Worksheet –

Month: January 2018

Top Priority Business Goal: _____

Target Customers Associated with This Business Goal: _____

Calendar of Events This Month That Impact Your Business and/or Customers

(This can be your business anniversary, major holidays, school breaks, national days, etc.)

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Marketing Vehicles to Use to Communicate with Your Target Customer

(PR, advertising, events, influencers, strategic partnerships, sponsorships, community, etc.)

PR _____ Partnerships _____ Social/Digital _____ Other _____

Cost: _____

Do You Have an Overlying Theme or Campaign for the Month or Time Period? _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Marketing Vehicle							
	1	2	3	4	5	6	7
National Day							
Partnership							
Social/Digital							
PR							
Event							
Advertising							
	8	9	10	11	12	13	14
National Day							
Partnership							
Social/Digital							
PR							
Event							
Advertising							
	15	16	17	18	19	20	21
National Day							
Partnership							
Social/Digital							
PR							
Event							
Advertising							
	22	23	24	25	26	27	28
National Day							
Partnership							
Social/Digital							
PR							
Event							
Advertising							
	29	30	31				
National Day							
Partnership							
Social/Digital							
PR							
Event							
Advertising							



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