

Example: Simple Marketing Action Plan by Strategy Point.

Day / Channel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Post about weekend shoot	Favourite Image this week	Blog post promotion	Back to School Offer	Things to do this weekend	Behind the scenes video	Slide show video
Blog		Slide show and story about Family shoot	Back to school Promo		Highlight a great local business		
Other	Start creating Back to School Promo for website, Facebook and Blog			Pitch story idea to local paper			