

- Marketing Action Plan Worksheet –

Month: September 2017

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? _____

Month: September

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



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