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NSA – Georgia – First Friday Coffee – October 2017

What is in a Marketing Calendar?

Timing –

Channels –

Tactics –

E-Mail List Segments/Campaigns -

Blog Posts –

Website Updates (SEO, Articles, Videos, Blog Posts) –

Media Relations -

Events (Participating in or Speaking Engagements) -

Offers (Discounts and Special Promotions) -

History –

Performance (Did you achieve your goals?) –

Marketing Calendar Tracking

Week Starting

Weekly Focus

Social Media Post #1 (Twitter, Facebook and Instagram)

Social Media Post #2 (Twitter, Facebook and Instagram)

Social Media Post #1 Photo or Video

Social Media Post #2 Photo or Video

LinkedIn Post #1 (original content or commenting/sharing)

LinkedIn Post #2 (original content or commenting/sharing)

Blog Post Topic

Press Release/Interviews/Media Calendar/HARO

E-Mail / Newsletter by Segment

Website Updates

Notes