

Marketing Schedule

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Theme/ Topic												
Blog #1												
Blog #2												
Blog #3												
Blog #4												
Expert												
Social Media												

Marketing Schedule

What is a Marketing Schedule?: A marketing schedule helps you to plan for your promotions and your upcoming events so that your business is streamlined and simplified for you and for your clients.

Theme/Topics: Decide what to teach or train your clients in advance. If you are a life coach, you might train on “Time Management” or a wellness coach might teach us “The Benefits of Water”. If you have a product, you can plan for upcoming sales, contests, vendor fairs, and more. You might decide that all of your bracelets are on sale a certain month. Begin to see your business from a higher viewpoint so you can see farther.

Blogs/Writing: In your blogs for the month, have each article share something related to your theme or topic. “10 tips on Drinking enough Water” or “3 useful tools for time management” or “12 Gift Ideas for the holidays”.

Expert: You might know an expert in your field that has written a book on your theme or topic. Schedule the interview with that expert for the month that coincides with your theme. Have that person’s book be a featured book of the month if you write book reviews.

Social Media: AS you are planning your social media, newsletters, videos, tweets, and pinterest, have them relate back to your topic or theme and direct your readers to your blog or your website.

What else?: As you think about your business, what else could you do each month? A charity of the month? A book of the month? A contest of the month? Member or Client of the month?

Have fun!