

Year Long Marketing Plan

You will need to create a focus each month for your marketing.

- 1 Your information from the previous sheet should have transferred through, please check the accuracy
- 2 Create a title or theme for each month, based on the ideas that are relevant for individual months, e.g. January is home maintenance, and DIY month
- 3 Choose the 6 - 8 different marketing strategies you will use during the year e.g. Yellow pages, and label them down the side (5 have already been laid out for you)
- 4 Under each medium, detail the different ways you will use it e.g. Joint Venture - new offer to 10 local motels
- 5 Under each month, colour the square grey that correlates to the mediums you will be utilising that month e.g. Database marketing may be every 2nd month
- 6 Diarise planning time monthly to prepare marketing for the following month

Our Focuses	0	0	0	0	0	0	0	0	0	0	0	0
Calendar Events	0	0	0	0	0	0	0	0	0	0	0	0
Seasons	0	0	0	0	0	0	0	0	0	0	0	0
Customer Focuses	0	0	0	0	0	0	0	0	0	0	0	0
Marketing Focus	0	0	0	0	0	0	0	0	0	0	0	0

Month "Title"	? March	? April	? May	? June	? July	? Aug	? Sept	? Oct	? Nov	? Dec	? Jan	? Feb
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1. Database marketing												
2. Signage												
3. Direct												
4. Joint Venture												
5. Referral												
6. (Maybe Yellowpages)												
7. Other												
8. Other												