

Your Company

Yearly Marketing Calendar

Week #	Promotion	Media to be used	Cost	Results
Week 1	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 2	Reach city - county managers	Phone calls	Free	
Week 2	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 3	Reach city - county managers	Phone calls	Free	
Week 3	Appt. with decision maker	In-Person Presentation	\$50	
Week 3	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 4	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 4	Reach city - county managers	Phone calls	Free	
Week 4	DRIP Program to Individuals	Email Newsletter / Postcards	Free / \$10	
Week 5	League of Cities	Networking opportunity	\$100	
Week 5	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 5	Reach city - county managers	Phone calls	Free	
Week 5	Appt. with decision maker	In-Person Presentation	\$50	
Week 6	Advertise in Western City	Magazine w/ 9,000 copies		
Week 6	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 6	Reach city - county managers	Phone calls	Free	
Week 7	Appt. with decision maker	In-Person Presentation	\$50	
Week 7	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 7	Reach city - county managers	Phone calls	Free	
Week 8	Mailers to city - county managers	mail marketing packet (10)	\$50	
Week 8	Reach city - county managers	Phone calls	Free	
Week 8	DRIP Program to Individuals	Email Newsletter / Postcards	Free / \$10	
Week 9	Appt. with decision maker (2)	In-Person Presentation	\$100	
Week 9	Reach city - county managers	Phone calls	Free	

Week 9	League of Cities	Networking opportunity	\$100	
Week 10	Reach city - county managers	Phone calls	Free	
Week 10	Advertise in Western City	Magazine w/ 9,000 copies		
Week 11	Reach city - county managers	Phone calls	Free	
Week 11	Appt. with decision maker (2)	In-Person Presentation	\$100	
Week 12	Reach city - county managers	Phone calls	Free	
Week 12	DRIP Program to Individuals	Email Newsletter / Postcards	Free / \$10	
Week 13				
Week 31				
Week 32				
Week 33				
Week 34				
Week 35				
Week 36				
Week 37				
Week 38				
Week 39				
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Week 41				
Week 42				
Week 43				
Week 44				
Week 45				
Week 46				
Week 47				
Week 48				
Week 49				
Week 50				

Week 51				
Week 52				

As you encounter new marketing activities and opportunities, make sure to add them to this calendar. Make sure to give a accurate letter grade to each marketing activity. A is excellent and F is failure. This document is meant to be changed and modified.