



HOW TO USE YOUR MONTHLY MARKETING PLANNER:

1. Print pages 2-3 on separate sheets of A4 paper (pages 4-5 are examples of how to complete)
2. Zip out some funky moshi tape and stick them together down the middle
3. Start planning and mapping out your marketing
 - Choose one main marketing goal
 - Break down that 1 goal into 3 key tasks that will see it done
 - Identify the smaller activities that will get those 3 tasks completed and mark them on the calendar
 - While you are focussing on this one main goal, in reality you would have (should have) up to 10 marketing activities already on the go. List them in the "ongoing marketing activities" section to help you stay on track. If there are any tasks relating to these 10 that you will need to do during the month > mark them on the calendar as well.
4. Stick it on a wall where you will see it and be reminded to take action

THE MONTH OF:



THIS MONTH'S PRIMARY MARKETING GOAL

TOP 3 TASKS TO ACHIEVE THE MARKETING GOAL

MONDAY	TUESDAY	WEDNESDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MY 10 ONGOING MARKETING ACTIVITIES

01	02	03	04	05
06	07	08	09	10

YEAR:

THURSDAY	FRIDAY	SATURDAY	SUNDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TO REMEMBER FOR NEXT MONTH

END OF MONTH REFLECTION // DID I ACHIEVE THE GOAL?

YES! PARTIALLY NOT AT ALL





THIS MONTH'S PRIMARY MARKETING GOAL

To have the Marketing Magic campaign ready to run for the start of next month.

TOP 3 TASKS TO ACHIEVE THE MARKETING GOAL

1. Sign up Landing Page
2. Free Download Pack
3. Mailchimp Campaign

MONDAY	TUESDAY	WEDNESDAY
2 Send Mailchimp email	3	4
9	10	11
16	17	18 Finish download kit by today
23	24	25 Setup Mailchimp list and email template
30 FB Live Video introducing Marketing Magic - direct to signup	31 Prepare Mailchimp Email to send next week	

MY 10 ONGOING MARKETING ACTIVITIES

01 Facebook Posts	02 Facebook Ads	03 Instagram Posts	04 Website/Blog	05 Email Newsletter
Continue post schedule from last month. Set February schedule based on Marketing Magic campaign.	No Adverts running this month. Create Ad campaign that points to new landing page.	Repost clients or hashtags mid morning every day. Post MM teaser with link to landing page.	New slider graphic promoting Marketing Magic. Blog article for Marketing Magic email.	Send this month's email and write new email for next month - telling about new Marketing Magic offer.
06 Email Signature	07 Paper Advert	08 Video Post	09 Networking Group	10 Chamber Meeting
Change link on email sig to point to landing page	Call paper and book a slot for next month sharing about Marketing Magic.	FB Live Video - short, introduce MM concept, direct to landing page for signup.	Prepare a 15 sec elevator pitch telling about what Marketing Magic is... and use that at breakfast	Not going this month but create a DL flyer next month promoting Marketing Magic and hand out.

SAMPLE ONLY

YEAR: 2016

THURSDAY	FRIDAY	SATURDAY	SUNDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
5	6 Create FB/Insta post graphics	7	8
12 Start landing page and Free download kit	13	14 Website > slide graphic and blog post for MM	15
19 Finish landing page by today	20 Set next months FB post schedule	21	22
26	27 Schedule FB Ads for next month	28 Website > publish landing page, Change email sig	29
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TO REMEMBER FOR NEXT MONTH

- Download Pack:
- > FB Cover Template DONE
 - > FB Image Size Dimensions DONE
 - > Insta Image Size Dimensions DONE
 - > Monthly Marketing Calendar
 - > 5 Faves Content Sharing List DONE
 - > 5 Faves Marketing Success List DONE

END OF MONTH REFLECTION // DID I ACHIEVE THE GOAL?

YES! PARTIALLY NOT AT ALL