

2 Month Marketing Campaign Example

MONTH							KEY:		
							Social media	Drop Offs	Community/Company Event
SUNDAY - 1	MONDAY - 2	TUESDAY - 3	WEDNESDAY - 4	THURSDAY - 5	FRIDAY - 6	SATURDAY - 7			
	LinkedIn/Facebook 20 Drop offs Direct mail Zipcode 1 month on website	Facebook/Instagram 15 drop offs Newsletter	Facebook 20 drop offs Cookie Potluck	Facebook/Instagram Local Run Shop	Facebook Needling	Race for the Cure			
SUNDAY - 8	MONDAY - 9	TUESDAY - 10	WEDNESDAY - 11	THURSDAY - 12	FRIDAY - 13	SATURDAY - 14			
	Facebook / LinkedIn Dry Needling Blog Post Direct mail Zipcode 2	Facebook/Instagram 20 drop offs	Facebook 20 drop offs	Facebook/Instagram 20 drop offs	Facebook Cookie Potluck Contest				
SUNDAY - 15	MONDAY - 16	TUESDAY - 17	WEDNESDAY - 18	THURSDAY - 19	FRIDAY - 20	SATURDAY - 21			
	Facebook / LinkedIn Local Paper Ad goes live Update Testimonial Page Direct mail Zipcode 3	Facebook/Instagram 20 drop offs Newsletter	Facebook 20 drop offs	Facebook/Instagram 20 drop offs	Facebook CVA Conference	CVA Conference			
SUNDAY - 22	MONDAY - 23	TUESDAY - 24	WEDNESDAY - 25	THURSDAY - 26	FRIDAY - 27	SATURDAY - 28			
	Facebook/LinkedIn Blog Post Direct mail #2 Zipcode 1 % Kept Contest	Facebook/Instagram 20 drop offs % Kept Contest	Facebook 20 drop offs % Kept Contest	Facebook/Instagram 20 drop offs % Kept Contest	Facebook % Kept Contest				
SUNDAY - 29	MONDAY - 30								
	Facebook/LinkedIn Direct mail #2 Zipcode 2								

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SUNDAY - 1	MONDAY - 2	TUESDAY - 3	WEDNESDAY - 4	THURSDAY - 5	FRIDAY - 6	SATURDAY - 7			
	Facebook / LinkedIn Direct mail #2 Zipcode 3 Update website calendar	Facebook/Instagram 25 drop offs Allied pros/MD Newsletter	Facebook 25 drop offs Update Bulletin board	Facebook/Instagram 20 drop offs	Facebook Staff email promo re: % kept contest				
SUNDAY - 8	MONDAY - 9	TUESDAY - 10	WEDNESDAY - 11	THURSDAY - 12	FRIDAY - 13	SATURDAY - 14			
	Facebook / LinkedIn Blog Post: Runner Injuries Direct mail #2 Zipcode 1 % Kept Contest	Facebook/Instagram 20 drop offs % Kept Contest	Facebook 20 drop offs % Kept Contest	Facebook/Instagram 20 drop offs % Kept Contest	Facebook % Kept Contest	Community 5k			
SUNDAY - 15	MONDAY - 16	TUESDAY - 17	WEDNESDAY - 18	THURSDAY - 19	FRIDAY - 20	SATURDAY - 21			
	Facebook / LinkedIn Staff meeting Direct mail #2 Zipcode 2 % Kept Contest	Facebook/Instagram 20 drop offs Doctor Lunch Patient Monthly Newsletter % Kept Contest	Facebook 20 drop offs % Kept Contest	Facebook/Instagram 20 drop offs % Kept Contest	Facebook Carving Contest Begins % Kept Contest	Fall Festival			
SUNDAY - 22	MONDAY - 23	TUESDAY - 24	WEDNESDAY - 25	THURSDAY - 26	FRIDAY - 27	SATURDAY - 28			
	Facebook / LinkedIn Update Testimonial Page Direct mail #2 Zipcode 3	Facebook/Instagram 20 drop offs	Facebook 20 drop offs	Facebook/Instagram 20 drop offs Headache Workshop	Facebook 20 drop offs Pumpkin Carving				
SUNDAY - 29	MONDAY - 30								
	Facebook / LinkedIn Direct mail #2 Zipcode 3								