

## 12-Month Marketing Calendar

Complete this 12-month calendar to simplify your marketing strategy. This starts to create what's called a content calendar. Basically, it's a series of focused content around a specific theme.

Wrap up your message with a call to action. That spells out the specific next step you want them to take. Examples would be comment, share, schedule a meeting, download a resource.

There are certain actions that naturally occur in the calendar i.e. 1099's in January and Tax filing deadlines.

Consider how stores market one or two months before a specific holiday. Start discussing that specific theme one month before it's actual calendar date.

### January

- Theme
- Identify the problem / Call to action
- Instruct about the impact / Call to action
- Inform and educate / Call to action
- Illuminate the future / Call to action

## February

- Theme
- Identify the problem / Call to action
- Instruct about the impact / Call to action
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- Illuminate the future / Call to action

## March

- Theme
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## April

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## May

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## June

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## July

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## August

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## September

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## October

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## November

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## December

- Theme
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*idea → plan → action*