

MONTHLY MARKETING PLANNER

Aggressive Small Business Plan

Month/Year _____

Check/Update the Basics:
Stationary, Signage, Uniforms, Listings

This Month's Promotion:

MARKETING ENGINE

Website Update/Add Cornerstone Content

Email

Print

#1

#1

#1

#2

#2

#2

#3

#3

#3

FUEL: CONTENT MARKETING

Informational / News Posts

Featured Products / Specials

Expert Advice / DIY Post

#1

#1

#1

#2

#2

#2

#3

#3

#3

#4

#4

#4

CONNECT WITH AUDIENCE

PAID AUDIENCE

Social

Link to above content. Add 8 social only posts.

PPC: Update Ad. Tweak Targets and Metrics

ADD ONS

Radio Update Spot(s) Monthly

Teach Workshop / Networking Event

Expert Article / Podcast / vLog

CABOOSE: SPONSORSHIPS

EVALUATE / MAINTAIN

Sponsorships / Community Involvement

#1

Strengths

Opportunities

#2

Weaknesses

Threats

GO TO WWW.ABLAZE.MEDIA & DOWNLOAD THE ULTIMATE GUIDE
Our "Ultimate Guide to Small Business Digital Marketing"
will help you understand how to best plan for each element

