

MONTHLY MARKETING PLANNER

Growing 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

FUEL: CONTENT MARKETING

Informational / News Posts

Featured Products / Specials

Expert Advice / DIY Post

#1

#1

#1

#2

#2

#2

CONNECT WITH AUDIENCE

Social

Link to above content. Add 6 social only posts.

PAID AUDIENCE

EVALUATE / MAINTAIN

PPC: Update Ad. Tweak Targets and Metrics

Strengths

Opportunities

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

