**2015 Marketing Calendar Template (Replace content with Your Own Campaigns & Events)**

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| Month | Goal | Executive Brief Topic | Campaign | Expenses | Events |
| January | 15 Sales – Product A | **Phase One - Prospecting** Action – Improve the “front end” of your marketing system, and get more leads coming in the door. | Product A  Offer = Free Bonus Item List = top 500 lead-scored from prospect list  Presentation = Sales Letter, Postcard, social media & email | $500/Direct Mail  $250/Postcards |  |
| February | 6 Sales – Product B | **Phase Two – Building Credibility & Closing** Action – Evaluate and improve the marketing activities that support the sales cycle. | Product B  Offer = Reduced cost List = Association List Presentation= Postcards, Trade Show, Social Media & Email | $100 Direct Mail  Travel Costs  $1500 Newsletter |  |
| March | Prospecting – Add 30 Qualified Names | **Phase Three – Resells, Recaptures & Referrals** Action – This can be the most profitable type of marketing- many of our clients get 50% of their business via referral. | Prospecting  Offer = EBook, Special Report or Free Consultation List = Trade Show Attendees, credentialed pilots from FAA  Presentation = Postcards, Trade Show, Social Media & Email | $2400 Trade Show Expenses | HAI |
| April | 15 Sales – Product A | **Images, Infographics & Video** Action – Create arresting visual materials to catch the attention of your ideal clients, and illuminate key concepts. | Product A Offer = Free Service with Purchase  List = top 500 lead-scored from prospect list  Presentation = Sales Letter, Postcard, social media & email | $500/Direct Mail  $250/Postcards $300 Publish Book  $1500 Newsletter |  |
| May | 6 Sales – Product B | **Content Marketing** Action – Create and publish clear, compelling written materials for articles, brochures, and web content. | Product B  Offer = Free Book  List = 20-50 (Short List)  Presentation = Direct Mail – Balsawood Airplanes | $200 Direct Mail  $60 Sales Letters |  |
| June | 4 Resells or Add Ons | **Trade Shows**  Action – Transform your trade show appearances from costly & risky to systematic and powerful. | Add On Product  Offer = Free Book  List = Current Class Members & Consulting Clients (30-40)  Presentation = Direct Mail – Balsawood Airplanes | $200 Direct Mail $1500 Newsletter |  |
| July | 15 Sales – Product A | **Online Marketing**  Action – Improve your online presence, from SEO to Social Media. | Product A  Offer = Additional value  List = top 500 lead-scored from prospect list  Presentation = Sales Letter, Postcard, social media & email | $500/Direct Mail  $250/Postcards |  |
| August | Prospecting – Add 30 Qualified Names | **Working with the Press** Action – Get more “ink” in trade magazines, cultivate a database of media contacts. | Prospecting  Offer = EBook, Special Report or Free Consultation  List = JetNet – Registered Owners of Specific Aircraft  Presentation = Postcards | $500 postcards broadcast $1500 Newsletter |  |
| September | 6 Sales – Product B | **Effective Networking**  Action – Learn concrete techniques to be more comfortable and effective at trade shows, mixers and events. | Product B  Offer = Package Deal  List = 20-50  Presentation = Direct Mail – Balsawood Airplanes | $200 Direct Mail  $50 Sales Letters |  |
| October | Prospecting – Add 30 Qualified Names | **Market Research** What data can be obtained, from what sources, and how do we use it effectively? | Prospecting  Offer = Come see us at NBAA  List = NBAA Exhibitors  Presentation = Postcards, SM & Email | $1500 Newsletter |  |
| November | 6 Referred Sales – Product B 15 Referred Sales- Product A | **Campaigns – Storyboarding & Troubleshooting** | Referrals  Offer = Gift for both (referrer and referee)  List = Current client list  Presentation = Direct Mail Packages | Travel Costs  $200 Direct Mail | NBAA Las Vegas |
| December | 15 Sales – Product A | **Your 2016 Marketing Calendar** | Master Class  Offer = Buy this year for X reason  List = top 500 lead-scored from prospect list  Presentation = Sales Letter, Postcard, social media & email | $500/Direct Mail  $250/Postcards $1500 Newsletter |  |
| Totals | 75 Sales – Product A  24 Sales – Product B 90 New Names 4 Sales Consulting Add-Ons | Monthly totals (revenue) | Annual totals (revenue) | Annual Totals  Printing  Postage Total investment | Return on Investment  Revenue/Total investment |
| SMART Goals – Strategic, Measureable, Achievable, Relevant & Time Bound Substitute all variables for your own data! AviationBusinessConsultants.com 702-987-1679 | | | | | |