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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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 ItemList = top 500 lead-scored from prospect listPresentation = 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 BOffer = Reduced costList = Association ListPresentation= Postcards, Trade Show, Social Media & Email | $100 Direct MailTravel 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.  | ProspectingOffer = EBook, Special Report or Free ConsultationList = Trade Show Attendees, credentialed pilots from FAAPresentation = 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 AOffer = Free Service with Purchase List = top 500 lead-scored from prospect listPresentation = 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 BOffer = Free BookList = 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 ProductOffer = 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 AOffer = Additional valueList = top 500 lead-scored from prospect listPresentation = 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.  | ProspectingOffer = EBook, Special Report or Free ConsultationList = JetNet – Registered Owners of Specific AircraftPresentation = 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 BOffer = Package Deal List = 20-50Presentation = 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?  | ProspectingOffer = Come see us at NBAAList = NBAA ExhibitorsPresentation = Postcards, SM & Email | $1500 Newsletter |  |
| November | 6 Referred Sales – Product B15 Referred Sales- Product A | **Campaigns – Storyboarding & Troubleshooting** | ReferralsOffer = Gift for both (referrer and referee) List = Current client list Presentation = Direct Mail Packages | Travel Costs$200 Direct Mail | NBAALas Vegas |
| December | 15 Sales – Product A  | **Your 2016 Marketing Calendar** | Master ClassOffer = Buy this year for X reasonList = top 500 lead-scored from prospect listPresentation = Sales Letter, Postcard, social media & email | $500/Direct Mail$250/Postcards$1500 Newsletter |  |
| Totals | 75 Sales – Product A24 Sales – Product B90 New Names4 Sales Consulting Add-Ons | Monthly totals (revenue) | Annual totals (revenue)  | Annual TotalsPrintingPostageTotal 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  |