

Marketing Activity Worksheet

Use this worksheet to plan, implement and monitor just **ONE ELEMENT** of your monthly marketing activities. This provides you with a focused action plan to help keep you on target for achieving your desired end results.

Possible uses: markets to explore, product variations, advertising, promotions, PR events, stay-in-touch phone calls, website updates, e-mail newsletter topics, promotional offers, postcard mailings, speaking engagements, networking events, customer contacts, trade shows, special topic brochures, press releases, market research, articles, white papers...

Area of Focus: _____

Objective: _____

Desired Outcome: _____

<u>January</u>	<u>February</u>	<u>March</u>
<u>April</u>	<u>May</u>	<u>June</u>
<u>July</u>	<u>August</u>	<u>September</u>
<u>October</u>	<u>November</u>	<u>December</u>

Results Achieved: _____