

Marketing Plan 2012

Read our article [Planning Your Marketing for 2012](#) for top tips on creating a great marketing plan

To create more than one line of text within a cell, simply hold down 'Alt' while you press 'Return' if you're using a PC or for a Mac press 'Ctrl', 'Alt' and 'Return'

	January	February	March	April	May	June	July	August	September	October	November	December
Your Key Campaigns or Events	<i>Add your key calendar or campaign milestones</i>											
Any Special Offers & Sales Promotions	<i>Add your offers and promotions</i>											

Online & Interactive

	January	February	March	April	May	June	July	August	September	October	November	December
Website	<i>In the relevant months, add a short description of your planned marketing activities</i>											
Blogs	<i>Hide or delete any rows that are not relevant for your business</i>											
Search engine optimisation												
Email newsletters												
Google AdWords												
Other online advertising												
Geographical advertising (e.g. Google Places)												
Affiliate marketing												
Online business directories & listings												
Facebook												
Twitter												
YouTube												
Flickr												
LinkedIn												
Google+												
Social bookmarking (e.g Digg/Reddit)												
Other social media sites												
Forums & online community involvement												
Provision of online resources & articles												
Online press releases												
Online reputation management												
Mobile browsing (e.g. iPhone apps)												
Text messaging & MMS												
Bluetooth location-based marketing												
Augmented reality (e.g. String)												

Offline

	January	February	March	April	May	June	July	August	September	October	November	December
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