

Goal Driven Marketing Planner Spring -- Sample

For a thousand more ideas, go to our "Free Resources" on pmaworks.com, or for members, visit our private members site at pmamembers.com. "Ideas are NOTHING until they are scheduled," Marge, from the Marketing Manager System.

| Months | Recurring Internal | Recurring External | Special Events | Special Advertising |
|----------|---|--|---|---|
| | Monthly review of list. | Monthly review of list | Monthly planning and scheduling. | Monthly planning and scheduling. |
| | List your recurring marketing procedures that you do daily, weekly, and monthly on a checklist. Review monthly. (E.G. First adjustment call, newsletter, welcome basket, birthday card.) | E.G. Visit 3 external referral sources. Make 2 more new referral sources. Social media posts, videos, successes. | Monthly health themes, e.g.: Headache Awareness Month, Monthly events connected with holidays.: Leprechaun Appreciation Day (Kids Day). Clean-up drive with photo with mayor. | Facebook ad for headaches, Google Ads. Social media ads |
| January | | | | |
| February | | | | |
| March | <input type="checkbox"/> Review Past Performance <input type="checkbox"/> Review Internal Recurring <input type="checkbox"/> Review External Recurring <input type="checkbox"/> Plan Special Events <input type="checkbox"/> Plan Special Advertising | <input type="checkbox"/> Visit 3 external referral sources <input type="checkbox"/> Make 2 more Ext. Ref. sources <input type="checkbox"/> Post 2 social media videos <input type="checkbox"/> Post 4 social media photos | Leprechaun Appreciation Day (Kid's Day in conjunction with St. Patrick's Day 3/17 Allergy Awareness Workshop | FB knee pain ads |
| April | <input type="checkbox"/> Review Past Performance <input type="checkbox"/> Review Internal Recurring <input type="checkbox"/> Review External Recurring <input type="checkbox"/> Plan Special Events <input type="checkbox"/> Plan Special Advertising | <input type="checkbox"/> Visit 3 external referral sources <input type="checkbox"/> Make 2 more Ext. Ref. sources <input type="checkbox"/> Post 2 social media videos <input type="checkbox"/> Post 4 social media photos | Easter Egg Hunt (Kid's Day) Earth Day – Organic Health Week - 4/22 Organic cooking – cook for a day, eat for a week. Back Yard Farming. Cleanup drive, photo with mayor | Golf Fitness Workshop FB ad |
| May | <input type="checkbox"/> Review Past Performance <input type="checkbox"/> Review Internal Recurring <input type="checkbox"/> Review External Recurring <input type="checkbox"/> Plan Special Events <input type="checkbox"/> Plan Special Advertising | <input type="checkbox"/> Visit 3 external referral sources <input type="checkbox"/> Make 2 more Ext. Ref. sources <input type="checkbox"/> Post 3 social media videos <input type="checkbox"/> Post 4 social media photos | Mother's Day Program Community service event- Lunch & Learn at Smith Autobody and Hardware National Correct Posture Month – Free Checkups - | Google AdWords |
| June | <input type="checkbox"/> Review Past Performance <input type="checkbox"/> Review Internal Recurring <input type="checkbox"/> Review External Recurring <input type="checkbox"/> Plan Special Events <input type="checkbox"/> Plan Special Advertising | <input type="checkbox"/> Visit 4 external referral sources <input type="checkbox"/> Make 2 more Ext. Ref. sources <input type="checkbox"/> Post 3 social media videos <input type="checkbox"/> Post 4 social media photos | Care to Share Program Arthritis & Seniors Workshop | Arthritis & Seniors Workshop FB ad |
| July | <input type="checkbox"/> Review Past Performance <input type="checkbox"/> Review Internal Recurring <input type="checkbox"/> Review External Recurring <input type="checkbox"/> Plan Special Events <input type="checkbox"/> Plan Special Advertising | <input type="checkbox"/> Visit 3 external referral sources <input type="checkbox"/> Make 2 more Ext. Ref. sources <input type="checkbox"/> Post 4 social media videos <input type="checkbox"/> Post 8 social media photos | County Fair Screenings, Parade, | Instagram ads |
| August | | | | |