

# How to create a simple but USEFUL Marketing Calendar



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# How to create a simple but useful Marketing Calendar

A marketing calendar is an easy and efficient way to organize your marketing events and tasks. Creating a marketing calendar will ensure your marketing material and advertisements are timed just right for the time your prospects and clients are ready to buy.

**This calendar serves as a living document** and you will be revising and updating throughout the year. It will act as the go to material for your marketing keeping you on track by having deadlines, and planning for time, budget and resources needed.

**A marketing calendar doesn't have to be complicated and fancy.**

I had a meeting a few days ago with a client and we created a simple marketing calendar using Google calendar in a couple of hours. We used Google calendar because that is what she is using currently and it syncs in with her mobile phone.

You may choose a different calendar but if you want to be truly efficient choose a calendar that you can access on your phone (I am assuming you have a smart phone). This way you can check and update your calendar on the go.

**How do you know what activities to include in your calendar?**

Most companies hold meetings to outline and create the marketing plan for the year. If your company is a one person show simply put aside a few hours for this. It will pay you back big time. As the saying goes.... *if you fail to plan you plan to fail.*

Brainstorm marketing ideas keeping in mind that you can't do everything. Balance your marketing workload with the other things you need to do for your business. Plan campaigns that you can do and finish in time Plan what you feel comfortable with and then prioritize.

### **Make a list**

This list should include every aspect of your marketing and advertizing. Don't forget to mark down the date you should start preparing for events that need time to pull together. **Here are a few examples;** you might have a lot more or a lot less to list.

- add promotions that were successful last year,
- events (BNI, Chamber of Commerce, meetups, associations, etc.),
- trade shows,
- industry related conferences
- holiday promotions
- newsletter send out schedule,
- email blasts,
- article submissions,
- referral programs,
- blogging dates,
- social media updating,
- pay-per-click ads,
- video or podcast production,
- press releases,
- partnerships, JV (joint venture)
- other...

### **Choose your marketing calendar format.**

There are several options you can choose from. You might already use an online calendar, if not here are some options:

- one free and easy option is to use Google Calendar, this is available for Gmail users (and allows you to attach marketing documents to your calendar)
- then there is Microsoft Outlook,
- or simply use an Excel document,
- or any other calendar program that suits your needs.

**Consistent marketing wins out.** Planned consistent marketing with effective implementation wins out even more. And if you didn't start back when you launched your business, start now.

Every industry has a traditional selling cycle. You know what is yours so plan accordingly.

Use these to jump start your creativity **and fill in at least one marketing opportunity for each month.**

- January: Diet, Health, Fitness, Resolutions
- February: Heart Health, Valentine's Day
- March: March Madness, St. Patrick's Day, International Women's Day
- April: Earth Day, Easter
- May: Cinco de Mayo, Spring Cleaning, Mother's Day
- June: Father's Day, Graduation, Vacation Ideas
- July: Stampede, Outdoor Cooking and Entertaining
- August: Back to School
- September: Organization, Parenting, Educational Activities
- October: Halloween, Thanksgiving
- November: Pre-Holiday Gift Ideas and Deals
- December: Holiday promotions, end of year sales, big percentage off sales, pre-New Year special offers

**Here a Google calendar example.**

I like to **color code** so for example: special offers are in red, social media updates are blue, meetings are orange, etc...

The screenshot shows a Google Calendar for February 2016. The calendar is color-coded as follows: red for special offers, blue for social media updates, orange for meetings, and purple for summits. The events are as follows:

Day	Event
Feb 1 (Mon)	START advertizing for Valer (Red)
Feb 4 (Thu)	1p Local Buzz Workshop (Orange)
Feb 5 (Fri)	8 Social Media updates (Blue)
Feb 6 (Sat)	10 Free Consultation (Green)
Feb 9 (Tue)	T&C Summit (Purple)
Feb 10 (Wed)	T&C Summit (Purple)
Feb 11 (Thu)	T&C Summit (Purple)
Feb 11 (Thu)	7p Twitter Workshop Evening (Orange)
Feb 12 (Fri)	8 Social Media updates (Blue)
Feb 14 (Sun)	Valentine Day Special (Red)
Feb 18 (Thu)	7p LinkedIn Workshop (Orange)
Feb 19 (Fri)	8 Social Media updates (Blue)
Feb 25 (Thu)	7p Facebook Workshop (Orange)
Feb 26 (Fri)	8 Social Media updates (Blue)
Feb 28 (Sun)	7p Social Media Workshop E (Orange)
Feb 28 (Sun)	8 Social Media updates (Blue)

I have created this “how to” explanation of a marketing calendar to help small business owners and individual entrepreneurs who, in my experience (at least 90% of them), do not plan ahead their marketing. That means most of the time they scramble and miss out on opportunities.

If this is you, no worries, it’s never too late.... here is the perfect opportunity to change that. Just do it 😊.

As I like to say: **TAN** (Take Action Now) otherwise you’ve just wasted your time reading this.

You can leave me your feedback at [info@vhmarketingonline.com](mailto:info@vhmarketingonline.com)

To your success,



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