## **Marketing Plan 2012**

matt stocker LTD
BELIEVING IN BUSINESS EXCELLENCE

Read our article <u>Planning Your Marketing for 2012</u> 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

	January	February	March	April	May	June	July	August	September	October	November	December
Your Key Campaigns or Events	Add your key calendar or campaign milestones											
Any Special Offers & Sales Promotions	Add your offers and promotions											
Online &	January	February	March	April	May	June	July	August	September	October	November	December
Interactive	In the relevant months, add a short description of your planned											
Blogs	Hide or delete any rows that are not relevant for your business											
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	Мау	June	July	August	September	October	November	December

Direct mail						
Print advertising						
Broadcast advertising						
Advertising at events & locations						
Advertising in print directories & business listings						
Leaflets						
Catalogues & brochures						
Other corporate literature						
Displays & signage						
Merchandising & point of sale						
Personal selling						
Telemarketing						
Networking						
Referrals						
Case studies / Testimonials						
Awards						
Trade shows & exhibitions						
Corporate events						
Other events						
Endorsements						
Sponsorship						
Interviews / Media presence						
Speeches & presentations						
Articles for publication						
Press releases / News						
Public relations & publicity						
The personal touch (e.g. cards & gifts)						

## **Marketing Budget 2012**



	January	February	March	April	May	June	July	August	September	October	November	December	
Your Key Campaigns or Events													
Any Special Offers & Sales Promotions													
Online & Interactive	January	February	March	April	May	June	July	August	September	October	November	December	YE
Website													
Blogs													
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	YEARLY TOTAL
Direct mail													-
Print advertising													-
Broadcast advertising													-
Advertising at events & locations													-
Advertising in print directories & business listings													-
Leaflets													-
Catalogues & brochures													-
Other corporate literature													-
Displays & signage													-
Merchandising & point of sale													-
Personal selling													-
Telemarketing													-
Networking													-
Referrals													-
Case studies / Testimonials													-
Awards													-
Trade shows & exhibitions													-
Corporate events													-
Other events													-

Endorsements											-
Sponsorship											-
Interviews / Media presence											-
Speeches & presentations											-
Articles for publication											-
Press releases / News											-
Public relations & publicity											-
The personal touch (e.g. cards & gifts)											-
OFFLINE SUB-TOTAL	-	-	-	-	-	-	 -	-	-	-	-
TOTAL (ONLINE & OFFLINE)	-	-	-	-	-	-	 -	-	-	-	-

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