

Excerpted from the

Guerrilla Marketing Coach Certification Program



Marketing Calendars

Successful marketing begins by being aware of all the marketing strategies available, then launching the ones you are passionate about first, keeping careful track of which are failing and which are working well. The over time you will eliminate those that miss the target and double up upon on those that hit the target.

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Once you have selected the marketing vehicles that can take you to your goal, be sure you use them in an orderly, logical manner. This can best be accomplished by using a *marketing calendar*.

A marketing calendar will help make all the elements in your program work well together. It enables you to plan your budget and helps you avoid unforeseen expenditures. It prevents you from engaging in hit-or-miss marketing. It protects you from marketing lapses. It aids enormously in planning. Clients who operate from one say that a marketing calendar is their most precious business asset.

Remember the ultimate goal of your marketing calendar is to create results. The Guerrilla marketer knows that results are based on intentionality, accountability and consistency paving the road to profits.

Measuring Your Marketing Attack

A Sample Monthly Marketing Calendar

WEAPON	Cost	Comments	Date	Results
1. E-zine	0	Goal to increase readership by 700 monthly	12/1	
2. Follow-up	0	Make list of 10 prospects or former customers and contact them	Everyday	
3. Trade Links	0	Contact 3 fusion marketing partners to propose trading links	11/15	
4. Classified Ad	250.00	Place 1 classified ad	11/27	
5. New services announcement letter		Write and send letter to all people on mailing list	11/25	
6. 30 second commercial	0	Spend time refining and practicing marketing message	11/5	
7. Book 2 lectures	0	Call two associations to book speech	11/7	
8. Join Toastmasters		Attend meeting consistently	11/14	
9. Website Development	700.00	Hire developer and specify needs	11/28	
10. Flyers	80.00	Outline the design on word processor	11/18	
11. Enthusiasm	0	Convey this to all staff	daily	

"Excellence is doing ordinary things extraordinarily well."
John W. Gardner

Measuring Your Marketing Attack

Sample Monthly Marketing Calendar

WEAPON	Cost	Comments	Date	Results
1.				
2.				
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