

MONTHLY MARKETING CALENDAR



YELLOW DOG
.....
CONSULTING

Each month, there are a bazillion marketing tasks you know you're supposed to do. But what do you need to prioritize and what's a waste of time?

A lot of it is up to your discretion, but here are a few things you can do each week. Consider each one and see how it may (or may not) fit into your vision. If you have other go-to marketing tasks, there is room each week to add your own.

Week One:

- Write your **blog post** for the week - don't forget an image!
 - ✓ Schedule your blog post on social media - here's my recommended **schedule**
- Check your **CRM** - who do you need to follow up with this week?
- Follow up!**
 - ✓ Schedule time after each networking event and 1:1 appointment to send and do any follow up that you promised
 - ✓ Don't forget to connect with them on social media for one more touch point!
- Networking Schedule** - take a look at where you're networking this month and get signed up for any events you haven't registered for yet
- Let's start thinking about your **newsletter** content for this month
- Schedule your **social media** for the month - if you schedule posts to go out throughout the month - do it! (I use **Buffer** to schedule my blog promotion and other social media)
- Check your **social media** - who's talking to you? Who do you need to engage with?
- Take a look at the beginning of each month for where your website traffic is coming from. **Here is a blog post** about what to look for in **Google Analytics**
- _____ (this line's for you)

Week Two:

- Write your **blog post** for the week - don't forget an image!
 - ✓ Schedule your blog post on social media
- Check your **CRM** - who do you need to follow up with this week?
- Follow up** from all networking and appointments you have this week
- What **1:1 appointments** do you need to schedule?
 - ✓ How many networking events each week should you be attending?
 - ✓ How many 1:1 appointments should you schedule each week or month?
- How's that content coming along for your **newsletter**?
- Check your **social media** - 5 minutes a day is all you need to respond and engage!
- _____ (this line's for you)

Week Three:

- Write your **blog post** for the week - don't forget an image!
 - ✓ Schedule your blog post on social media
- Check your **CRM** - who do you need to follow up with this week?
- Follow up** from all networking and appointments you have this week
- Check your **social media** - 5 minutes a day is all you need to respond and engage!
- Let's write your **newsletter**! Your goal is to have it ready for someone else to review by the end of this week!
- _____ (this line's for you)

Week Four:

- Write your **blog post** for the week - don't forget an image!
 - ✓ Schedule your blog post on social media
- Check your **CRM** - who do you need to follow up with this week?
- Follow up** from all networking and appointments you have this week
- Check your **social media** - 5 minutes a day is all you need to respond and engage!
- Hit SEND on your **newsletter**. Do it. It's awesome.
- _____ (this line's for you)

Week Five:

- Write your **blog post** for the week - don't forget an image!
 - ✓ Schedule your blog post on social media
- Check your **CRM** - who do you need to follow up with this week?
- Follow up** from all networking and appointments you have this week
- Check your **social media** - 5 minutes a day is all you need to respond and engage!
- Check your **newsletter** stats - who liked what? What do you need to adjust for next month?
- Schedule** next month out:
 - ✓ Schedule any pre-done social media posts
 - ✓ Schedule your networking events and get registered early
 - ✓ Block out any vacation days and personal appointments so you don't accidentally schedule over them!
- _____ (this line's for you)