

Marketing Plan / Calendar

Event Date:		Demographic:					Hashtags:									
Target Audience:																
Event Objective																
	Month 1				Month 2				Month 3							
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	Cost	Description	ROI Measurement
Social Media																
Facebook																
Twitter																
Instagram																
Outbound																
Advertising																
Other																
Notes													Plan to increase community involvement			