

Marketing Calendar Template						
Category	Vehicle	Quantity	Content	Task	Lead	Per Platform Notes
<b>MAY</b>						
<b>Week 1</b>						
Special Notes/Themes	List themes to follow for the week.					
Social Media	Facebook	1/day	see Special Notes/Themes and/or unique selling points and messaging in a shared Google doc	Create 1 month's worth of social media content for approval by Owner; allow Owner 1 week to review; enter posts for review in a shared Google doc	Marketing Assistant	Note here any changes/challenges/suggestions for upgrades, etc.
Social Media	Instagram	3-5/week	need semi-regular content from internal employees/crew; see Special Notes/Themes	Repurpose Facebook photos with new captions/angles; share photos as provided; plan some posts in advance based on Special Notes/Themes for the week or month	Marketing Assistant	
Email	General	1/month	personal update from Owner + monthly market dates + events + blogs + recipes + specials/discounts; other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; prepare at least one week before due to send out	Marketing Assistant	
Email	Markets	1-5/week	recipe + market date reminder + other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; replicate to reflect various markets/dates/times once approved by Owner; replicate email and schedule all with corresponding image/links; prepare at least 3 days in advance	Marketing Assistant	
Bloggging	Website	1/month	Choose engaging content that let's your consumer in on an industry secret or helps them connects with you.	Draft blog using pre-determined prompt/suggested content for Owner's approval; prepare for review a week before publishing; 4 per year to be submitted from professional external source, rest done internally by Marketing Assistant	Outsourced	
Events	Varies	1/month	see Special Notes/Themes	speeches, tastings, festivals, etc.	Varies	
<b>Week 2</b>						
Special Notes/Themes	List themes to follow for the week.					
Social Media	Facebook	1/day	see Special Notes/Themes and/or unique selling points and messaging in a shared Google doc	Use monthly approved posts from shared Google doc	Marketing Assistant	
Social Media	Instagram	3-5/week	need semi-regular content from internal employees/crew; see Special Notes/Themes	Repurpose Facebook photos with new captions/angles; share photos as provided; plan some posts in advance based on Special Notes/Themes for the week or month	Marketing Assistant	
Email	General	1/month	personal update from Owner + monthly market dates + events + blogs + recipes + specials/discounts; other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; prepare at least one week before due to send out	Marketing Assistant	

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Blogging	Website	1/month	Choose engaging content that let's your consumer in on an industry secret or helps them connects with you.	Draft blog using pre-determined prompt/suggested content for Owner's approval; prepare for review a week before publishing; 4 per year to be submitted from professional external source, rest done internally by Marketing Assistant	Marketing Assistant	
Events	Varies	1/month	see Special Notes/Themes	speeches, tastings, festivals, etc.	Varies	
<b>Week 3</b>						
Special Notes/Themes	List themes to follow for the week.					
Social Media	Facebook	1/day	see Special Notes/Themes and/or unique selling points and messaging in a shared Google doc	Use monthly approved posts from shared Google doc	Marketing Assistant	
Social Media	Instagram	3-5/week	need semi-regular content from internal employees/crew; see Special Notes/Themes	Repurpose Facebook photos with new captions/angles; share photos as provided; plan some posts in advance based on Special Notes/Themes for the week or month	Marketing Assistant	
Email	General	1/month	personal update from Owner + monthly market dates + events + blogs + recipes + specials/discounts; other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; prepare at least one week before due to send out	Marketing Assistant	
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Events	Varies	1/month	see Special Notes/Themes	speeches, tastings, festivals, etc.	Varies	
<b>Week 4</b>						
Special Notes/Themes	List themes to follow for the week.					

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Social Media	Instagram	3-5/week	need semi-regular content from internal employees/crew; see Special Notes/Themes	Repurpose Facebook photos with new captions/angles; share photos as provided; plan some posts in advance based on Special Notes/Themes for the week or month	Marketing Assistant	
Email	General	1/month	personal update from Owner + monthly market dates + events + blogs + recipes + specials/discounts; other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; prepare at least one week before due to send out	Marketing Assistant	
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Blogging	Website	1/month	Choose engaging content that let's your consumer in on an industry secret or helps them connects with you.	Draft blog using pre-determined prompt/suggested content for Owner's approval; prepare for review a week before publishing; 4 per year to be submitted from professional external source, rest done internally by Marketing Assistant	Marketing Assistant	
Events	Varies	1/month	see Special Notes/Themes	speeches, tastings, festivals, etc.	Varies	
<b>Week 5</b>						
Special Notes/Themes	List themes to follow for the week.					
Social Media	Facebook	1/day	see Special Notes/Themes and/or unique selling points and messaging in a shared Google doc	Use monthly approved posts from shared Google doc	Marketing Assistant	
Social Media	Instagram	3-5/week	need semi-regular content from internal employees/crew; see Special Notes/Themes	Repurpose Facebook photos with new captions/angles; share photos as provided; plan some posts in advance based on Special Notes/Themes for the week or month	Marketing Assistant	
Email	General	1/month	personal update from Owner + monthly market dates + events + blogs + recipes + specials/discounts; other announcements as needed; see Special Notes/Themes	Create 1 email for Owner to approve; prepare at least one week before due to send out	Marketing Assistant	

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Events	Varies	1/month	see Special Notes/Themes	speeches, tastings, festivals, etc.	Varies	
Report	GoogleSheet	1/month	Quick narrative & stats from Facebook, Instagram, Newsletters & Google Analytics	Pull stats from all platforms and summarize changes from previous month	Marketing Assistant	