Elite Annual Marketing Calendar

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Month	Jan				Feb				Mar					Apr				May				Jun				Jul					Aug					Sep				Oct				Nov					Dec			
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Set annual goals																																																	x			
Set quarterly goals													x												x														x													x
Set monthly goals				x				x					x				x				x				x					x					x				x				x					x				x
Set weekly & daily goals	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Ensure lead sources are properly collected and recorded	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Ensure telephone procedures are being followed				x				x					x				x				x				x					x					x				x				x					x				x
Inspect building, signs, uniforms, etc. for appearance				x				x					x				x				x				x					x					x				x				x					x				x
Review recorded calls				x				x					x				x				x				x					x					x				x				x					x				x
Mystery calls	x																									x																										
CSI & referral thank you calls	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Follow up calls to customers you have not seen in XX months				x				x					x				x				x				x					x					x				x				x					x				
Schedule phone skills, sales & customer service training	x																																																			
Ensure quarterly marketing plans are implemented	x													x												x														x												
Ensure monthly marketing plans are implemented	x				x				x					x				x				x				x					x					x				x				x					x			
Test & update website	x				x				x					x				x				x				x					x					x				x				x					x			
Review website analytics & reviews				x				x					x				x				x									x					x				x				x					x				x
Review relative social media sites				x				x					x				x				x									x					x				x				x					x				x
Test message on hold programs	x				x				x					x				x				x				x					x					x				x				x					x			
Test CRM program	x																									x																										
Update Slow Day Action Plan as necessary	x																																							x												
Summer vacation & seasonal campaigns																		x																																		
Back to school & seasonal campaigns																															x																					
Thanksgiving cards																															x													x								
Prepare for winter campaigns																																								x												
Schedule & prepare for Car Care events				x																			x									x																				
Holiday season campaigns																																												x	x	x	x	x	x	x	x	x
Holiday season cards & gifts																																																x	x	x	x	x
Holiday season website & message on hold message updates																																																	x	x	x	x
Review quarterly performance and adjust goals and strategy													x												x														x													x
Review monthly performance and adjust goals & strategy				x				x					x				x				x				x					x					x				x				x					x				x
Review annual performance																																																				x
Review customer retention & acquisition performance													x												x														x													x
Review competitor strategies, campaigns & websites																									x																											x
Review target customers, community & trends																																																	x	x	x	x
Research relative trends in the community																															x	x	x	x	x																	
Research advertising coop, rebate & incentive opportunities													x												x														x													x
Research community events for the ensuing year and calendar in																																								x												

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