

Marketing Calendar: _____	January	February	March	April	May	June	July	August	September	October	November	December
Company: _____	New Year's	Valentine's Day	Easter	Spring	Mother's Day	Father's Day	Independence	Summer	Labor Day	Halloween	Thanksgiving	Christmas
Collateral												
Website												
Client Relationship Development (CRM)												
Customer Database												
Public Relations												
Advertising												
Promotions												
Online Initiatives												
Community Involvement												
Strategic Partnerships												
New Marketing Trends												
Tracking												