

Marketing Calendar

Daily	Weekly	Monthly	Quarterly	Yearly
Discussions/Forums – respond to posts	D/F – add to conversation; post free taste	SM for monthly training call	1. Product for free	Survey
SM to free gift	SM offer to speak	Speaking gig x2	2. Viral ebook	New photos
FB post subscribe		Free Live Cast for LBing	3.	Website refresh
FB article post			4.	Book
Tweets x3 on article				
SM client successes				

SM = social media

FB: Facebook