

Marketing Objectives, Strategies & Tactics

Objective	Strategy	Tactics
Objective #1	Strategy #1	Tactic #1
		Tactic #2
	Strategy #2	Tactic #1
		Tactic #2
Strategy #3	Tactic #1	
	Strategy #4	Tactic #1
Objective #2	Strategy #1	Tactic #1
		Tactic #2
		Tactic #3
		Tactic #4
	Strategy #2	Tactic #1
		Tactic #2
Strategy #3	Tactic #1	
Objective #3	Strategy #1	Tactic #1
	Strategy #2	Tactic #2
Objective #3	Strategy #1	Tactic #1
	Strategy #2	Tactic #1
Objective #4	Strategy #1	Tactic #1
Objective #5	Strategy #1	Tactic #1
		Tactic #2
		Tactic #3
		Tactic #4
		Tactic #5
	Strategy #2	Tactic #1
		Tactic #2
		Tactic #3
	Strategy #3	Tactic #1
	Objective #6	Strategy #1
Tactic #2		
Tactic #3		
Tactic #4		
Tactic #5		
Tactic #6		
Tactic #7		
Tactic #8		
Strategy #2		Tactic #1
		Tactic #2
Strategy #3		Tactic #1

Marketing Calendar

	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10
Sun			1									1
Mon			2 Activity			1 Activity	1 Activity					2 Activity
Tue	1		3	1 Activity		2	2			1 Activity		3
Wed	2		4 Activity	2 Activity		3	3			2 Activity		4 Activity
Thu	3	1	5 Activity	3		4 Activity	4 Activity	1 Activity		3	1 Activity	5 Activity
Fri	4	2	6	4 Activity	1 Activity	5	5	2		4 Activity	2	6
Sat	5	3	7	5	2	6	6	3	1	5	3	7
Sun	6	4	8	6	3	7	7	4	2	6	4	8
Mon	7	5	9 Activity	7 Activity	4 Activity	8 Activity	8 Activity	5 Activity	3 Activity	7 Activity	5 Activity	9 Activity
Tue	8	6	10 Activity	8 Activity	5 Activity	9 Activity	9 Activity	6 Activity	4 Activity	8 Activity	6 Activity	10 Activity
Wed	9	7	11	9	6 Activity Activity	10	10 Activity	7	5 Activity	9	7 Activity	11
Thu	10 Activity	8 Activity	12 Activity	10 Activity	7	11 Activity	11 Activity	8 Activity	6	10 Activity	8 Activity	12 Activity
Fri	11	9	13 Activity	11 Activity	8 Activity	12 Activity	12 Activity	9 Activity	7	11 Activity	9 Activity	13 Activity
Sat	12	10	14	12	9	13	13	10	8	12	10	14
Sun	13	11	15	13	10	14	14	11	9	13	11	15
Mon	14	12	16 Activity	14 Activity	11 Activity	15 Activity	15 Activity	12 Activity	10 Activity	14 Activity	12 Activity	16 Activity
Tue	15	13	17	15	12	16	16	13	11	15	13	17
Wed	16	14	18 Activity	16 Activity	13	17	17	14	12	16 Activity	14	18 Activity
Thu	17 Activity	15 Activity	19 Activity	17 Activity	14 Activity	18 Activity	18 Activity	15 Activity	13 Activity	17 Activity	15 Activity	19 Activity
Fri	18	16	20	18	15	19	19	16	14 Activity	18	16	20
Sat	19	17	21	19	16	20	20	17	15	19	17	21
Sun	20	18	22	20	17	21	21	18	16	20	18	22
Mon	21	19	23 Activity	21 Activity	18 Activity	22 Activity	22 Activity	19 Activity	17 Activity	21 Activity	19 Activity	23 Activity
Tue	22	20	24	22	19	23 Activity	23	20	18	22	20	24
Wed	23	21	25	23	20 Activity	24	24	21 Activity	19 Activity	23	21 Activity	25
Thu	24 Activity	22 Activity	26 Activity	24 Activity	21 Activity	25 Activity	25 Activity	22 Activity	20 Activity	24 Activity	22 Activity	26 Activity
Fri	25	23	27 Activity	25 Activity	22 Activity	26 Activity	26 Activity	23 Activity	21	25 Activity	23 Activity	27 Activity
Sat	26	24	28	26	23	27	27	24	22	26	24	28
Sun	27	25	29	27	24	28	28	25	23	27	25	29
Mon	28	26	30 Activity	28 Activity	25 Activity	Activity	29 Activity	26 Activity	24 Activity	28 Activity	26 Activity	30 Activity
Tue	29	27		29	26 Activity		30 Activity	27 Activity	25 Activity	29 Activity	27 Activity	31 Activity
Wed	30	28		30	27		31	28	26	30	28	
Thu		29		31	28 Activity			29	27 Activity		29	
Fri		30			29			30	28 Activity		30	
Sat		31			30				29		31	
Sun					31				30			
Mon									31			

Networking Event
Internal Marketing
Individual Client Marketing
Business Owner Marketing
Corporate Client Marketing