

MARKETING ACTION PLAN

Marketing Strategy	TO DO List	Date Due	Complete
EXAMPLE: January • Keep in quarterly contact with customers • Partner with Complementary biz for piggy-back advertising • Forecast advertising budget for the year	Christmas card coupon customers	• Jan 28	•
	with manager.		
	Review last years expenses, review new promotional events	• Feb 12	
	 Keep in quarterly contact with customers Partner with Complementary biz for piggy-back advertising 	 Keep in quarterly contact with customers Partner with Complementary biz for piggy-back advertising Forecast advertising budget for the year Call XXXX Business, set up meeting with manager. Review last years expenses, review 	 Keep in quarterly contact with customers Partner with Complementary biz for piggy-back advertising Forecast advertising budget for the year Follow-up with phone call to Christmas card coupon customers Call XXXX Business, set up meeting with manager. Review last years expenses, review Feb 12