

Marketing Management Calendar

		Notes/Results	
JAN	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
FEB	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Marketing Management Calendar

		Notes/Results	
MARCH	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
APRIL	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Marketing Management Calendar

		Notes/Results	
MAY	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
JUNE	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Marketing Management Calendar

		Notes/Results	
JULY	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
AUG	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Marketing Management Calendar

		Notes/Results	
SEPT	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
OCT	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Marketing Management Calendar

		Notes/Results	
NOV	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

		Notes/Results	
DEC	Theme		
	Objectives		
	Metrics of Success		
	Media		
	Events		
	Special Offers		
	Budget		

Key Performance Indicators

	JAN		FEB		MARCH		1ST QTR TOTAL			APRIL		MAY		JUNE		2ND QTR TOTAL			YTD TOTAL		
	goal	actual	goal	actual	goal	actual	LY	GOAL	actual	goal	actual	goal	actual	goal	actual	LY	GOAL	actual	LY	GOAL	actual
Metric One								0	0								0	0		0	0
Metric Two								0	0								0	0		0	0
Metric Three								0	0								0	0		0	0
Metric Four								0	0								0	0		0	0
Metric Five								0	0								0	0		0	0
Metric Six								0	0								0	0		0	0
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	JULY		AUG		SEPT		3RD QTR TOTAL			OCT		NOV		DEC		4TH QTR TOTAL			YEAR END TOTAL		
	goal	actual	goal	actual	goal	actual	LY	GOAL	actual	goal	actual	goal	actual	goal	actual	LY	GOAL	actual	LY	GOAL	actual
Metric One								0	0								0	0		0	0
Metric Two								0	0								0	0		0	0
Metric Three								0	0								0	0		0	0
Metric Four								0	0								0	0		0	0
Metric Five								0	0								0	0		0	0
Metric Six								0	0								0	0		0	0
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Monthly KPI Summary

	Week 1	Goal	Week 2	Goal	Week 3	Goal	Week 4	Goal	Week 5	Goal	Total	Goal
Metric One											0	0
Metric Two											0	0
Metric Three											0	0
Metric Four											0	0
Metric Five											0	0
Metric Six											0	0