Theme Planner: Calendar - Part 2

Updated: 12/16/18

			Nurture Existing Prospects		Find New Prospects				Social Media				Current Clients			Referral Activity			PR/Community	
Month	Week Of	Theme	Webcast	Email	Webcast	Email	Telemarketing	Net New Program	Blog Entry (title or # per week)	Twitter, Facebook, LinkedIn, Instagram	LinkedIn Groups	Other (Slideshare, YouTube, Kona)	Newsletter	User Group Meetings	Webcast	Joint Marketing w/ Partner	Executive Lunches	Other Referral Activity	Public Speaking	Press Meeting/ release
January	30-Dec	Q1 Theme																		
	6-Jan																			
	13-Jan																			
	20-Jan																			
	27-Jan																			
February	3-Feb																			
	10-Feb																			
	17-Feb																			
	24-Feb																			
March	3-Mar																			
	10-Mar																			
	17-Mar																			
	24-Mar																			
April	31-Mar	Q2 Theme																		
	7-Apr																			
	14-Apr																			
	21-Apr																			
	28-Apr																			
May	5-May																			
	12-May																			
	19-May																			
	26-May																			
June	2-Jun																			
	9-Jun																			
	16-Jun																			
	23-Jun																			
	30-Jun																			
July	7-Jul	Q3 Theme																		
	14-Jul																			
	21-Jul																			
	28-Jul																			
August	4-Aug																			
	11-Aug																			
	18-Aug																			
	25-Aug																			
September	1-Sep																			
	8-Sep																			
	15-Sep																			
	22-Sep																			
	29-Sep																			
	6-Oct																			
October	13-Oct	Q4 Theme																		
	20-Oct																			
	27-Oct																			
November	3-Nov																			
	10-Nov																			
	17-Nov																			
	24-Nov																			
December	1-Dec																			
	8-Dec																			
	15-Dec																			
	22-Dec																			
	29-Dec																			