

YOUR 2008 MARKETING CALENDAR

ROOKIES

Rookies, your goal is a heavily regimented weekly schedule that will impose marketing discipline. You'll concentrate on meeting prospects, building a website and developing an e-mail newsletter series.

VETERANS

Veterans, your goal is to build upon your already solid marketing foundation with supplemental efforts (like writing articles for publication and speaking) that are more niche-focused and less date-specific.

DECEMBER	Transfer tasks to calendar, install contact-management software, create database				
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JANUARY	WEEK OF 1/7	WEEK OF 1/14	WEEK OF 1/21	WEEK OF 1/28	
	Develop an outline for your website; weekly networking	Draft copy for each web page; weekly networking	Revise web copy; weekly networking	Begin design of site; weekly networking	
	1/7 Send a press release, new work sample or update via snail mail 1/15 Send e-mail newsletter 1/28 Review 2007 e-mail newsletters, determine which articles could be developed for outside publication				
FEBRUARY	WEEK OF 2/4	WEEK OF 2/11	WEEK OF 2/18	WEEK OF 2/25	
	Create concepts for your first self-promo piece; weekly networking	Take copy from website and revise for promo piece; weekly networking	Create comp and show it to a few clients, friends, other designers; weekly networking	Finish promo piece and get it printed (or print out a few, ready to use); weekly networking	
	2/4 Identify major industry conferences and events; locate contact information and/or "call for presentation" for each 2/7 Valentine's Day mailing 2/15 Send e-mail newsletter 2/25 Submit an article proposal to trade magazines				
MARCH	WEEK OF 3/3	WEEK OF 3/10	WEEK OF 3/17	WEEK OF 3/24	WEEK OF 3/31
	Choose target market to start with and research prospects; weekly networking	Do more research; find networking events to attend; weekly networking	Write simple cold calling script and e-mail intro message; weekly networking	Try the script out on 5 practice prospects; weekly networking	More practice; weekly networking
	3/15 Send e-mail newsletter 3/17 Submit your speaking credentials and three proposed topics to industry conferences in 2008				
APRIL	WEEK OF 4/7	WEEK OF 4/14	WEEK OF 4/21	WEEK OF 4/28	
	List 50 prospects; begin cold calling to introduce yourself to 10 of them	Introduce yourself to 10 new prospects; weekly networking	Introduce yourself to 10 new prospects; weekly networking	Introduce yourself to 10 new prospects; weekly networking	
	4/3 Send a press release, new work sample or update via snail mail 4/15 Send e-mail newsletter 4/21 Submit a white paper to a website or association in your target market				
MAY	WEEK OF 5/5	WEEK OF 5/12	WEEK OF 5/19	WEEK OF 5/26	
	Begin planning for e-mail newsletter; introduce yourself to 10 more prospects; weekly networking	Develop 2 concepts for your e-newsletter; introduce yourself to 10 more prospects; weekly networking	Draft one of the concepts into a prototype; introduce yourself to 10 more prospects; weekly networking	Revise into final draft, ready to launch in June; introduce yourself to 10 more prospects; weekly networking	
	5/15 Send e-mail newsletter				

JUNE	WEEK OF 6/2	WEEK OF 6/9	WEEK OF 6/16	WEEK OF 6/23	WEEK OF 6/30
	Launch e-newsletter; introduce yourself to 15 more prospects; weekly networking	Introduce yourself to 15 more prospects; weekly networking	Introduce yourself to 15 more prospects; weekly networking	Introduce yourself to 15 more prospects; weekly networking	Introduce yourself to 15 more prospects; weekly networking
	6/2 Send out a set of recent work samples to your entire contact list 6/15 Send e-mail newsletter 6/23 Submit an article proposal to 2 or 3 trade magazines				
JULY	WEEK OF 7/7	WEEK OF 7/14	WEEK OF 7/21	WEEK OF 7/28	
	Introduce yourself to 15 more prospects; brainstorm newsletter ideas; weekly networking	Introduce yourself to 15 more prospects; weekly networking	Introduce yourself to 15 more prospects; brainstorm newsletter ideas; weekly networking	Introduce yourself to 15 more prospects; weekly networking	
	7/7 Send a press release, new work sample or update via snail mail 7/15 Send e-mail newsletter				
AUGUST	WEEK OF 8/4	WEEK OF 8/11	WEEK OF 8/18	WEEK OF 8/25	
	Slow down a bit but keep the momentum going; plan for a fall/holiday promotional push	Introduce yourself to 5 more prospects; concept for e-mail newsletter #2; weekly networking	Introduce yourself to 5 more prospects; revise e-mail newsletter #2; weekly networking	Introduce yourself to 5 more prospects; final prep for e-mail newsletter #2; weekly networking	
	8/15 Send e-mail newsletter 8/18 Submit a white paper to a website or association in your target market				
SEPTEMBER	WEEK OF 9/8	WEEK OF 9/15	WEEK OF 9/22	WEEK OF 9/29	
	Send out e-mail newsletter #2; think about holiday promotion	Introduce yourself to 20 more prospects; brainstorm ideas for holiday gift/card; weekly networking	Introduce yourself to 20 more prospects; weekly networking	Introduce yourself to 20 more prospects; weekly networking	
	9/8 Fall mailing of your choice (more work samples, press release announcing competition win, etc.) 9/15 Send e-mail newsletter				
OCTOBER	WEEK OF 10/6	WEEK OF 10/13	WEEK OF 10/20	WEEK OF 10/27	
	Introduce yourself to 20 more prospects; choose holiday marketing effort; weekly networking	Introduce yourself to 20 more prospects; develop concept for holiday effort; weekly networking	Introduce yourself to 20 more prospects; draft holiday marketing effort; weekly networking	Introduce yourself to 20 more prospects; finalize holiday marketing effort; weekly networking	
	10/15 Send e-mail newsletter; submit an article proposal to 2 or 3 trade magazines 10/24 Halloween mailing				
NOVEMBER	WEEK OF 11/3	WEEK OF 11/10	WEEK OF 11/17	WEEK OF 11/24	
	Introduce yourself to 20 more prospects; weekly networking	Introduce yourself to 15 more prospects; prep list for holiday marketing effort; weekly networking	Introduce yourself to 10 more prospects; final holiday marketing effort prep; weekly networking	Take a break	
	11/15 Send e-mail newsletter				
DECEMBER	Mail holiday promo; send final e-mail newsletter for the year; keep up the networking				
	12/1 Mail holiday marketing effort; take stock of your progress and plan for 2009				