

# Creating and Using a Marketing Calendar Effectively

The marketing tools that you keep in your toolbox help you in the success of your marketing goals. A primary and essential tool is the marketing calendar. A marketing calendar assists you in launching your marketing vehicles in a way that can drive you to your goal in a structured and thought-out manner.

By using a marketing calendar effectively you will not only be enabled to coordinate all your marketing efforts but it also assist you in budgeting your adventures.

A marketing calendar can keep you on track, making sure that you are using every opportunity that you have to market without lapsing in your efforts. With it you can rest assured that your planning; budgeting and staffing are taken care of. This alone could save you hundreds if not thousands of dollars.

## How to Create and Use a Marketing Calendar?

Marketing calendars can be created to address your specific needs. Most marketing calendars break down the weeks of a year and address the marketing activities that will take place in each week. A calendar will be best used if it is specific, spelling out individual promotions or events. I've personally found it best in my experience to include the marketing cost for each event and the results that came from the event. By doing this it is easy to see at a glance which events and strategies were productive and on target. This aids you in planning your marketing in the future.

A marketing calendar also crystallizes your focus and allows you to see the investment and value in your marketing program. By doing this you are able to build a consistency in your planning. This again will aid you in preventing marketing lapses that cause the "feast and famine" affect that many Organizations experience.

Remember to be flexible when creating your calendar. Rest assured there is no right or wrong way. The purpose of your marketing calendar is to create results - this is just the first piece to mapping to those results.