

Sample Marketing Game Plan - 2010

Activity		January				February				March				April				May				June				July				August				September				October				November				December						
Direct Mail	PowerKard		✓		✓				✓	✓		✓		✓		✓		✓		✓					✓	✓		✓		✓		✓		✓		✓																
	Personal Brochure											✓													✓																											
	Personal Letter	✓																			✓								✓												✓											
	E-mail			✓								✓				✓								✓				✓																								
	AdKard								#1							#2				#3				#1				#2		#3		#1				#2																
	HolidayKards								✓	Groundhog's Day							✓	April Fool's Day							✓	Fourth of July							✓	Back to School							✓	Thanksgiving							✓	Merry After Christmas		
Past Client/Sphere	PowerKard												✓								✓								✓																							
	Personal Update Ltr.	✓															✓																✓																			
	E-Mail								✓								✓								✓								✓								✓											
	HolidayKard								✓	Groundhog's Day															✓	Fourth of July											✓	Thanksgiving							✓	Merry After Christmas						
	Letter w/ 3 Brochures												✓																✓																							
Advertising	Harmon Homes	#1				#2				#3				#4				#5				#6				#1				#2				#3				#4				#5				#6						
	The Daily News	¼	¼	¼	½	¼	¼	¼	½	¼	¼	¼	½	¼	½	¼	½	¼	½	¼	½	¼	½	¼	½	¼	¼	¼	½	¼	¼	¼	½	¼	¼	¼	½	¼	¼	¼	½	¼	¼	¼	½							
	The Weekly Bulletin	½				½				½				½				½				½				½				½				½				½				½										
	Community Newsletter																																																			
	Outdoor/Billboards																																																			
Public Relations	Cable TV	✓	✓	✓	✓	✓	✓	✓	✓									✓	✓	✓	✓	✓	✓	✓	✓													✓	✓	✓	✓	✓	✓	✓	✓				✓			
	Press Kit (to editors and writers)	✓																								✓																										
	Press Release		✓						✓								✓								✓								✓								✓											

Note: this is an ideal plan utilizing several different tools. Develop your own plan based on the tools you want to use and your budget.