

ANNUAL MARKETING PLAN							
1	Enter Your Monthly Promo Headline	Promotion Value Added Cross Promotion	Limited To	Retail Value	Image Selection	Design Status	Promo Success
EX:	<i>New Year, New You!For example</i>	<i>Free Botox with any Laser Series</i>	5	\$300	SS #1258795	Final Proof	High, Med, Low
JAN							
FEB							
MAR							
APR							
MAY							
JUNE							
JULY							
AUG							
SEPT							
OCT							
NOV							
DEC							
2	FaceBook Monthly Contest	Post contest on 1st, award 31st - post winner!	Value	Graphic Template	# Entries	Winner	
EX:	<i>New Year, New You!For example</i>	<i>Pick one of the cross promo items and list below - Botox or Laser</i>	\$ 300.00				
JAN							
FEB							
MAR							
APR							
MAY							
JUNE							
JULY							
AUG							
SEPT							
OCT							
NOV							

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DEC							
3	Monthly Theme/Promotion	2 Services or Products in Promotion	Vlog 1 - WK 1	Blog 1 - WK 2	Vlog 2 - WK 3	Blog 2 - WK 4	
EX:	<i>New Year, New You!For example</i>	<i>Enter Service 1 in Vlog 1, and Service 2 in Blog 1</i>	<i>Botox</i>	<i>Laser</i>	<i>Laser</i>	<i>Botox</i>	
JAN							
FEB							
MAR							
APR							
MAY							
JUNE							
JULY							
AUG							
SEPT							
OCT							
NOV							
DEC							
4	Select Event Type, Name & Month	Grand Prize, Pricing, Door Prizes	RSVP Goal	Sales Goal	All Day or Eve	Actual Attendance	Sales Revenue
DATE	<i>Look Your Youngest This Year!</i>	<i>\$1,000 Injectable Pricing, 20% Disc, Latisse</i>	<i>30%</i>	<i>\$30,000</i>	<i>5.30PM</i>		
5	Website Maintenance	On Going Website Tasks	Who	Date	Notes		
5.1	Updates	Update content, winners and blogs and photos					
5.2	Event Calendar	Post all in January for the year or quarterly					
5.3	Specials Page	Quarterly list all specials					
5.4	Monthly Website GC Contest	Post first, award 31st, Select monthly amounts					
5.5	PPC	Adword reports, budget/campaign review					
5.6	SEO	Content					