Annual Marketing / Advertising Plan							
Example Company Name: Suzie's Cards and Invitations							
Month		Action	Cost	Comments			
lanuarı							
January	Market #1*						
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens			
	Individual Cilents	focus on planning and organizing	φυ	See annual expens			
	Market #2**	locus on planning and organizing					
	Corporate Clients	send out five letters to former clients	\$5				
	Corporate Cherits	attend the Chamber Annual Meeting	\$50				
	Market #3***	attend the onamber Annual Weeting	ΨΟΟ				
	Retail Customers	place small ad in monthly publication	\$250				
	Trotali Gastomore	place small as in monthly publication	ΨΣΟΟ				
February							
	Market #1						
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens			
		focus on custom items for Valentine's Day					
	Market #2						
	Corporate Clients	send out five letters to former clients	\$5				
	Market #3						
	Retail Customers	place small ad in monthly publication	\$250				
		host a Chamber networking event	\$250				
March							
	Market #1						
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens			
		focus on wedding planning					
	Market #2						
	Corporate Clients	send out five letters to former clients	\$5				
	Market #3						
	Retail Customers	place small ad in monthly publication	\$250				
		send press release on new product line	\$0				
April							
	Market #1						
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens			
		hand out cards at Bridal Fair	\$0	volunteer to work			
	Market #2						
	Corporate Clients	send out five letters to former clients	\$5				
	Manlest #0						
	Market #3		<u></u>				
	Retail Customers	place small ad in monthly publication hold a spring open house	\$250 \$200				
11111-4		floid a spring open flouse	Φ200				
Market #1	anta	Those individuals who have nurshaged quotem	nrintina in th	a last two veers			
ndividual Clie	ents	Those individuals who have purchased custom	. •	•			
*Morkot 40		Individuals who will need specialty printing in the	e next 6 mo	nins such as brides.			
*Market #2	ionte	Corporate cliente who have purchaged anglicity	, printing of	itams in the next			
Corporate Clients		Corporate clients who have purchased specialty printing or items in the past Corporate decision makers for printing of brochures, ad specialties					
**Morl+ 40		Corporate decision makers for printing of broch	ures, ad spe	eciaities			
**Market #3		Walk in retail quetemore					
Retail Customers		Walk in retail customers Adults living and working within a 3 mile radius					

Adults living and working within a 3 mile radius

May				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens
		be the "expert" speaker at a local civic club	\$0	
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
June				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
July				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
August				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expens
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	•	Chamber Expo booth	\$300	
	Market #3	·		
	Retail Customers	place small ad in monthly publication	\$250	
				l

September				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expense
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
October				
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expense
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
November	r totali Guetelliere	pract critain du in memany pasiedate.	4 200	
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expense
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
		Send Every Door Direct Mail to carrier routes	\$200	includes printing
		within 1 mile of your location wth coupon for a	custom print	
December			•	
	Market #1			
	Individual Clients	send a monthly e-newsletter	\$0	see annual expense
	Market #2			
	Corporate Clients	send out five letters to former clients	\$5	
	Market #3			
	Retail Customers	place small ad in monthly publication	\$250	
Annual	Expense			
	<u> </u>	Chamber Membership	\$250.00	
		Constant Contact (500 or less contacts)	\$240.00	
		Networking Group Membership	\$400.00	
		Miscellaneous	\$500.00	
Total			\$5,450	
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