

Annual Marketing / Advertising Plan				
Example Company Name: Suzie's Cards and Invitations				
Month		Action	Cost	Comments
January				
	Market #1*			
	<i>Individual Clients</i>	send a monthly e-newsletter	\$0	see annual expense
		focus on planning and organizing		
	Market #2**			
	<i>Corporate Clients</i>	send out five letters to former clients	\$5	
		attend the Chamber Annual Meeting	\$50	
	Market #3***			
	<i>Retail Customers</i>	place small ad in monthly publication	\$250	
February				
	Market #1			
	<i>Individual Clients</i>	send a monthly e-newsletter	\$0	see annual expense
		focus on custom items for Valentine's Day		
	Market #2			
	<i>Corporate Clients</i>	send out five letters to former clients	\$5	
	Market #3			
	<i>Retail Customers</i>	place small ad in monthly publication	\$250	
		host a Chamber networking event	\$250	
March				
	Market #1			
	<i>Individual Clients</i>	send a monthly e-newsletter	\$0	see annual expense
		focus on wedding planning		
	Market #2			
	<i>Corporate Clients</i>	send out five letters to former clients	\$5	
	Market #3			
	<i>Retail Customers</i>	place small ad in monthly publication	\$250	
		send press release on new product line	\$0	
April				
	Market #1			
	<i>Individual Clients</i>	send a monthly e-newsletter	\$0	see annual expense
		hand out cards at Bridal Fair	\$0	volunteer to work
	Market #2			
	<i>Corporate Clients</i>	send out five letters to former clients	\$5	
	Market #3			
	<i>Retail Customers</i>	place small ad in monthly publication	\$250	
		hold a spring open house	\$200	
<p>*Market #1 <i>Individual Clients</i> Those individuals who have purchased custom printing in the last two years. Individuals who will need specialty printing in the next 6 months such as brides.</p> <p>**Market #2 <i>Corporate Clients</i> Corporate clients who have purchased specialty printing or items in the past Corporate decision makers for printing of brochures, ad specialties</p> <p>***Market #3 <i>Retail Customers</i> Walk in retail customers Adults living and working within a 3 mile radius</p>				

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

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