**MARKETING CALENDAR
PLANNING WORKSHEET**

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| WHAT | What tasks do we need to prioritize, and are they part of any marketing plans for any seasonal deals, launches, or sales? |
| A white and blue squares with black dots  Description automatically generated with medium confidence |

|  |  |
| --- | --- |
| WHO | Who is responsible for each marketing task? Do you have enough people covering all the tasks? Are the tasks evenly distributed? |
| A white circle with a gray person icon  Description automatically generated |

|  |  |
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| WHEN | When is each campaign rolled out and closed? When does each component (article, post) need to be completed, and how many stakeholders need to be accounted for before it is ready? |
| A white and pink calendar with a number  Description automatically generated |

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