**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11984&utm_source=template-word&utm_medium=content&utm_campaign=Checklist+for+Implementing+a+Marketing+Plan+With+A+Marketing+Calendar-word-11984&lpa=Checklist+for+Implementing+a+Marketing+Plan+With+A+Marketing+Calendar+word+11984)Checklist for Implementing   
a Marketing Plan   
with a Marketing Calendar**

|  |  |  |
| --- | --- | --- |
|  |  | List **how many** and **which calendars** you need |
|  |  | Example:   * Yearly * Q1 (Finalized) * Q2 (Almost Finalized) * Q3 & Q4 (Flexible) |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | List your **key dates** | |
|  |  | Product Launch Dates |  |
|  |  | New Campaign Dates |  |
|  |  | Sales Cycle Dates |  |
|  |  | Significant Holidays, Events, Conferences, Etc. |  |

|  |  |  |
| --- | --- | --- |
|  |  | Populate your **calendar** |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Share with **stakeholders** | |
|  |  | Content |  |
|  |  | Sales |  |
|  |  | Product |  |

|  |
| --- |
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