**Checklist for Implementing
a Marketing Plan
with a Marketing Calendar**

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| --- | --- | --- |
|  |  | 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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