Checklist for Implementing a Marketing Plan with a Marketing Calendar

☐ **List how many and which calendars you need**

☐ **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	

DISCLAIMER