

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?



WHO

Who is responsible for each marketing task? Do you have enough people covering all the tasks? Are the tasks evenly distributed?



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?



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