



## How To Create a Marketing Calendar

### Step 1:

Complete your marketing plan for the next year. Have a plan for at least 1 year in advance. You will need to schedule a time each year to plan out the next year's events. During the year when planning the details of the next quarter, you can adjust +/- as necessary. Implement the details of your plan 4-6 weeks in advance of each event. \*\*Remember: any idea for marketing and sales strategy is only as good as your ability to launch it and promote it! It's better to do less but rock it vs doing more events but half ass them.

### Step 2:

Complete your sales goals for the year and each individual month. These goals are your guide to check whether or not your marketing is working. These sales goals guide your marketing calendar to be sure that you're constantly covering ways to bring in new students, sell your intro, convert intro students to memberships, take care of current members, and recover lost clients.

### Step 3:

Record at least 12 major marketing ideas or studio events in no specific order. Brainstorming 20 ideas is even better. Remember that you can always choose the best ideas to implement or have more than one major event per month.

#### Event examples:

Buddy month (members can bring a non-member for free)  
Clean Slate campaign (allow students without a pass to purchase the Intro again)  
Free Weekend / Open House  
Social Media / Perkvilve Month (reward students for participating on your social media channels)  
Challenges (themed and with extras / perks)  
Guest speakers (continuing education)  
Yoga Basics How to Class  
Posture Clinics (workshop / tune ups)  
Product of the Month  
Xmas Retail Deals (buy 3, buy 5 and get a discount)

### Step 4:

Define the specific purpose or goal of each event. For example, the goal of having a Free Day or Open House would be to bring in new students and sell your Intro. The goal of

running a Yoga Challenge might be to keep current members engaged. Be sure to have events for existing members, intro students, friends and family of members, new students currently without a pass, etc. Throughout the year you should promote all aspects of your business: your app, social media channels, your teachers, top students, rewards program, retail and of course always you're the benefits of your product.

### **Step 5:**

Buy or print out a 12 month calendar (or 3 quarterly calendars). Enter your events into the calendar. The order of the events is up to you, but events should be supportive of each other, and the larger events should be spaced out appropriately. It's also a good idea to create a word document with a full month to month break down of your marketing plan and the details of how you will implement it (see the Marketing Calendar Example doc). It's a good idea to review your marketing calendar in advance from quarter to quarter to adjust anything as needed to stay on track with your Yearly and Monthly Sales Goals. This is also a great time to further plan the details of each event, how they will be implemented, and delegate any responsibilities to ensure your marketing plan is executed smoothly and creates results.

### **Special Considerations:**

- One event leads to the next. Eg. January: Open House (get new students in, sell intro), February: Challenge (convert intro students to membership), March: Social Media Promotion with Prizes (get your members to recognize benefits and promote your business)
- Everything should promote your studios success and students' success
- Pay attention to the obvious local trends
- Consider how you will actually launch your event (see Marketing Checklist doc) and ensure the back end is set up and staff are trained.
- Define the goal of each event and create a strategy to achieve that goal and support your sales goals. If you have a free class the goal is to bring in new students, but you also need to support your Sales Goal by retaining them and selling the intro, so how will you convert those newbies to the intro pass? Ideas: A special deal on the intro, a competition for your staff to see who can sell the most intros, a group challenge to sell a predetermined number of intro passes with a group prize.
- Always have something happening but don't do too much at one time (quality over quantity).
- Keep things exciting by making the events as diverse as possible (within the same calendar year and also year over year).