



Marketing Activity Plan - User notes

Adding Data

- 1 Enter week dates or numbers in top row, usually based on calendar or financial year
- 2 Starting with the advertising section shade in the weeks where the activity listed in the left hand column will take place in your business.
- 3 It may be helpful to record development work as well as activity
- 4 For on-going activity e.g. Yellow Pages listing, shade in the entire row, but highlight the week or month when the renewal is due
- 5 Work down the sheet adding in timing for each activity
- 6 Add any additional activities, either in the 'other' row or at the bottom of the sheet
- 7 Check the timing of moveable events e.g. Easter, school holidays that are relevant to your plan

Analysis - items to review

- 1 Is the overall activity programme spread across the year or are there empty periods?
- 2 Are key periods of the year adequately covered?
- 3 Are activities linked together to provide a 'compound effect' and stand out?
- 4 Are you marketing at the same time as your competitors normally market? Do you want to be competing with them with your marketing or wait for a quiet time in their activity and stand out more?

- 5 Is there a good mix of activities? Are you too dependent on one or two types of marketing activity?
- 6 Is the weight of activity manageable for staff? Consider using the marketing event planner to assess the workload and timing of effort
- 7 Are activities themed together to maximise impact and reduce creative time and cost?