

# Annual Marketing Planning Tool

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## Client Information

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Contact Name:

Department:

## Planning Questions

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1. What are your marketing goals?

2. What did you do last year? How effective was it?

3. Using the calendar on the next page list your projected events, promotions, and milestones for the year. These should be targeted to meet your operational goals.

4. Who do you want to reach with this advertising? Do you have a specific target audience?

5. Keeping your audience in mind, which of the following advertising media were you thinking of using?

- Print: banners, posters, booklets, handouts, sandwich boards, lawn signs, etc...
- Web: newsletter headers, carousel banners on our website, social media icons, etc...
- SUTV                                      • Student Handbook                                      • LRT Ads                                      • Gateway Ads
- Mailouts                                      • Newsletters                                      • Social Media                                      • Other?

We can advise you with regard to reach and effectiveness, but it is a good idea to know which options you could use well in advance. This allows time to ensure you get your booking and production at the best possible price. Consider which mediums give you the most exposure for your money, and does this media reach your target audience?

When this document is complete we can begin planning for each of the events listed in #3 above.

This is done on an event by event basis. Using the [Marketing Services Request](#)

For larger campaigns please include a comprehensive list of all materials you will need and when you will need them.



# Calendar of Events

SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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JANUARY

--

FEBRUARY

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MARCH

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APRIL

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SPRING: MAY/JUNE

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SUMMER: JULY/AUGUST

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