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MARKETING CALENDAR

Plan 13 weeks of marketing across your main channels, with a budget that totals itself.

TYPE: WORKSHEET REVIEWED: NOVEMBER 2026 TIME: 30 MINUTES PER QUARTER LEVEL: BEGINNER

AT A GLANCE

- Page 2 is a **fillable 13-week calendar** (one quarter) for up to four marketing channels, plus a spending budget.
- Plan ahead so marketing happens **consistently**, not only when sales are slow.
- Review results at the end of the quarter and plan the next one. See **L-05 Marketing Basics: Reaching Your First 100 Customers**.

How to use it

1. **Choose up to four channels**, for example social media, email, referrals and events. Name them at the top.
2. **Mark key dates**: holidays, local events, seasons and your own launches.
3. **Plan one main idea per week** for each channel, such as "before-and-after video" or "holiday pre-order email."
4. **Enter the planned spending** for each week. The worksheet totals it.
5. **Batch your work**: create a week or more of content at once.
6. **At quarter's end**, compare spending to new customers for each channel.

Example week

Week	Social media	Email	Referrals	Events	Spending
Week 6 (Mother's Day)	Gift guide video	Pre-order reminder	Double referral credit	Market booth Saturday	$180

TIP

Keep themes simple and repeatable: a weekly tip, a weekly customer story, a weekly offer. Customers come to expect them.

TIP

Calculations work in **Adobe Acrobat Reader** (free) and most desktop PDF apps.

Where to go next

- **L-05 Marketing Basics: Reaching Your First 100 Customers**
- **L-03 Social Media for New Businesses**
- **M-09 Unit Economics: What Each Customer Is Worth**

IMPORTANT

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MARKETING CALENDAR: 13 WEEKS

Name your channels in the first row. One main idea per channel per week.

	Dates and key events	Channel 1	Channel 2	Channel 3	Channel 4	Spending
Channel names						
Week 1						
Week 2						
Week 3						
Week 4						
Week 5						
Week 6						
Week 7						
Week 8						
Week 9						
Week 10						
Week 11						
Week 12						
Week 13						
Total spending						

Fill in the white boxes. Shaded boxes calculate automatically.