

## 12- MONTH MARKETING ACTIVATION PLAN

Month													
Product Development Plan	January	February	March	April	May	June	July	August	September	October	November	December	Planned Total Cost
Pricing Plan													
Distribution Plan													
Account A													
Account B													
Promotion Plan													
Sales Promotion													
PR													
Direct Marketing													
Advertising													_



## 12 MONTH MARKETING COMMUNICATIONS PLAN

Month Sales Promotion	January	February	March	April	May	June	July	August	September	October	November	December	Planned Total Cost
Account A Type													
Account B Type													
Account C Type													
Account D Type													
PR													
Activity 1													
Activity 2													
Direct													
Marketing													
Advertising													
Support													
Type (press)													
Type (outdoor)													
Type (in-store magazine)													