

Checklist for Implementing a Marketing Plan with a Marketing Calendar

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☐

List **how many** and **which calendars** you need

☐

List your **key dates**

Product Launch
Dates

New Campaign
Dates

Sales Cycle Dates

Significant
Holidays, Events,
Conferences, Etc.

☐

Populate your **calendar**

☐

Share with **stakeholders**

Content

Sales

Product

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