## 2021 MARKETING ACTIVITY PLAN



	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	ОСТ	NOV	DEC	TOTAL
DVERTISING													ADVERTIS
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EVENTS							EVENT
Frequency							0
Budget							\$ -
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NEWSLETTER							NEWSLETTER
Frequency							0
Budget							\$ -
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MEMBERSHIPS							MEMBERSHIPS
Frequency							0
Budget							\$ -
Details							
SEO							SEO 0
Frequency							\$ -
Budget Details							
Details							
SOCIAL MEDIA							SOCIAL
Frequency							0
Budget							\$ -
Details							
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SPEECHES/ WEBINARS							SPEECHES
Frequency							0
Budget							\$ -
Details							
WEBSITE							WEBSITE
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TOTAL BUDGET

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## MARKETING ACTIVITY DEFINITIONS



ADVERTISING	Online and offline advertising. PPC, Social media ads, TV, Radio, Newspaper ads					
ARTICLES	Magazines, Publications					
AUDIO/ VIDEO/VISUAL	Youtube, Podcast, Recordings on Website, Infographics					
BAR ASSOCIATION	Memberships, Committee roles					
BLOG	Topics, Article drafting, Publishing, Website blog creation, Guest blog posts					
CRM	Contact Management System, Software for contact and client tracking and management, activity scheduling					
ENTERTAINMENT	Lunches, Dinners, Events, Parties					
EVENT ATTENDANCE	Conferences, Summits, Client events, Retreats					
NEWSLETTER	Mailing List, Content erafting, Designing & Distributing					
MEMBERSHIPS	Memberships and contributions in local or regional organizations					
SEO	Creating new content, Website optimization, SEO tools, Webpage linking					
SOCIAL MEDIA	LinkedIn, Twitter, Facebook posting and networking					
SPEECHES/ WEBINARS	Seminars, Presentations, CLEs					
WEBSITE DEVELOPMENT	Web content & design, Lead conversion, SEO friendliness, Content offering					

