



# 2022 MARKETING ACTIVITY PLAN

JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

TOTALS



## ADVERTISING

ADVERTISING

Frequency

Budget



## ARTICLES

ARTICLES

Frequency

Budget

Details



## AUDIO/ VIDEO/VISUAL

AUD/VID/VIS

Frequency

Budget

Details



## BAR ASSOCIATION

BAR ASSOC

Frequency

Budget

Details



## BLOG

BLOG

Frequency

Budget

Details



## CRM

CRM

Frequency

Budget

Details










## ENTERTAINMENT

ENTERTAIN

Frequency

Budget

Details

 EVENTS											EVENT
Frequency											
Budget											
Details											
 NEWSLETTER											NEWSLETTER
Frequency											
Budget											
Details											
 MEMBERSHIPS											MEMBERSHIPS
Frequency											
Budget											
Details											
 SEO											SEO
Frequency											
Budget											
Details											
 SOCIAL MEDIA											SOCIAL
Frequency											
Budget											
Details											
 SPEECHES/ WEBINARS											SPEECHES/ WEBINARS
Frequency											
Budget											
Details											
 WEBSITE											WEBSITE
Frequency											
Budget											
Details											

# MARKETING ACTIVITY DEFINITIONS

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