

MARKETING TEMPLATE

Yearly Activity Plan

ACTIVITY	FREQUENCY	HOURS	BUDGET	DETAILS/ DESCRIPTIONS
Article publishing				
Audio, Video & Infographic resources				
Bar associations				
Blog				
Client/ prospect & referral source entertainment				
Contact Management System/ CRM				
Event attendance				
Marketing Automation Software				
Newsletter				
Online advertising				
Organization memberships - Client industry/ Community				
Social Media (posting, sharing, connecting)				
Speaking engagements/ Presentations/ Webinars				
Traditional advertising (print, tv, radio)				
Traditional advertising (print, tv, radio)				
Website Development/SEO				
TOTAL				

Activity Types	Description
Article publishing	Magazines, Publications
Audio, Video & Infographic Resources	Youtube, Podcast, Recordings on Website, Infographics
Bar associations	Memberships, Committee Roles
Blog	Topics, Article Drafting, Publishing, Website Blog Creation, Guest Blog Posts
Client industry & community organization memberships	Memberships and contributions in local or regional organizations
Client/ prospect & referral source entertainment	Lunches, Dinners, Events, Parties
Contact Management System/ CRM	Software for contact and client tracking and management, activity scheduling
Event attendance	Conferences, Summits, Client Events, Retreats
Marketing Automation Software	Marketing Software for Blogging, Web Development, Content Strategy, SEO, Inbound Marketing
Newsletter	Mailing List, Content Drafting, Designing & Distributing
Online & Offline Advertising	PPC, Social Media Ads, TV, Radio, Newspaper ads
Search Engine Optimization	Bloggging, Web Site Optimization, SEO Tools, Webpage Linking
Social Media	LinkedIn, Twitter, Facebook posting and networking
Speaking Engagements, Webinars	Seminars, Presentations, CLEs
Web Development	Web Content & Design, Lead Conversion, SEO Friendliness, Content Offering