



2021 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

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 crafting, 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