SAMPLE MARKETING ACTIVITY PLAN

PerformLaw
law firm performance improvement experts

Examples shown in italics

ACTIVITY	GOALS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BLOG	*2/Month*	*2 articles*	*2 articles*	*3 articles*	*2 articles*	*2 articles*	*1 article*	*2 articles*	*3 articles*	*2 articles*	*2 articles*	*2 articles*	*1 article*
SPEAKING	*2/Year*		*Speech 1*				*Speech 2*						
SOCIAL MEDIA													
PUBLISHING													
INFO SHARING													
CLIENT CALLS													
SEMINARS													
TRADE SHOWS													
BAR ACTIVITIES													
ENTERTAINMENT													
ALUMNI													
OTHER PRO'S													