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Monthly Marketing Action Plan Worksheet

Use this worksheet to plan your monthly marketing strategy, backed by a week-by-week action plan. Set your overall marketing strategy for the month as well as your starting and goal metrics (i.e. # of new leads, sales, clients, etc.). Then break down your month-long strategy into 4 weekly goals and assign daily tasks in the appropriate spaces. Use the bottom space to record notes, comments and/or track overall end-of-month results.

Month:								
This Month's Marketing Goal:								
Starting Amount:				**Goal Amount:**				
	Weekly Marketing Objectives	**Daily Actions**						
		Mon	**Tue**	**Wed**	**Thu**	**Fri**	**Sat**	**Sun**
Week 1								
Week 2								
Week 3								
Week 4								
Comments/Results:								

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