

# The Importance of Marketing Calendars

The process of guerrilla marketing begins by being aware of all the marketing weapons available, then launching many of them, keeping careful track of which are failing and which are working wonders, then eliminating those that miss the target and doubling upon on those that hit the center of the bulls eye.

Once you have selected the marketing vehicles that can propel you to your goal, be sure you use them in an orderly, logical manner. This can best be accomplished by using a marketing calendar.

A marketing calendar will help make all the elements in your program mesh. It enables you to plan your budget and helps you avoid unforeseen expenditures. It prevents you from engaging in hit-or-miss marketing. It protects you from marketing lapses. It precludes surprises. It aids enormously in planning, buying, and staffing. Clients who operate from one say that after three years, a marketing calendar is their most precious business asset.

Most marketing calendars address themselves to the weeks of the year, to the marketing vehicles that will be employed during those weeks, to the specific promotions or events in which you will be engaged, to the length of each promotion, and, when applicable, to whether or not co-op funds from manufacturers will be available to help pay the tab. In addition, some calendars include the cost of the marketing for each promotion.

Armed with such a calendar, as all guerrillas should be, you can see far into the future. The marketing process will come into clearer focus for you. And you will find it considerably simpler to be committed to your marketing program, to see it as the investment it is, and to recognize the consistency that is built into it.

A moment ago, I told you that a guerrilla makes use of as many marketing vehicles as he or she can implement effectively. A marketing calendar lets you know whether or not you can use these methods properly, because it forces you to come to terms with the costs and realities of utilizing the media you have selected.

When developing your marketing calendar it is important to realize that *there is no right or wrong way*. For Boston Acoustics, a daily sales quota on a chalkboard was what was needed. For others, a quarterly sales quota might be enough. Is there, for example, only one way for a couple to make love? Or drive from Boston to Chicago?

Remember the ultimate goal of your marketing calendar is to create results. The Guerrilla knows that results are based on intentionality, accountability, and consistency paving the road to profits.