

Marketing Calendar - Sample

Year: _____

January			February			March		
Event	New Patient Goal	New Patient Result	Event	New Patient Goal	New Patient Result	Event	New Patient Goal	New Patient Result
<i>NP Orientation</i>	5	13	<i>NP Orientation</i>	5		<i>NP Orientation</i>	5	
<i>Promotional Coupons</i>	5	7	<i>Promotional Coupons</i>	5		<i>Promotional Coupons</i>	5	
<i>Reactivation Marketing</i>	5	2	<i>Reactivation Marketing</i>	8		<i>Spinal Screening</i>	15	
<i>Social Media Blast</i>	5	2	<i>Valentine's Day Raffle</i>	5		<i>Reactivation Marketing</i>	8	
<i>Referral Marketing</i>	15	12	<i>Referral Marketing</i>	10		<i>Referral Marketing</i>	10	
<i>Website / SEO</i>	10	14	<i>Telemarketing</i>	10		<i>Insurance Lists</i>	12	

April			May			June		
Event	New Patient Goal	New Patient Result	Event	New Patient Goal	New Patient Result	Event	New Patient Goal	New Patient Result
<i>NP Orientation</i>	5		<i>NP Orientation</i>	5		<i>NP Orientation</i>	5	
<i>Referral Marketing</i>	10		<i>Internet Marketing</i>	5		<i>Internet Marketing</i>	5	
<i>Promotional Coupons</i>	5		<i>Promotional Coupons</i>	5		<i>Promotional Coupons</i>	5	
<i>Reactivation Marketing</i>	8		<i>Reactivation Marketing</i>	8		<i>Appreciation Marketing</i>	25	
<i>Public Talk</i>	15		<i>Referral Marketing</i>	10		<i>Reactivation Marketing</i>	8	
						<i>Referral Marketing</i>	10	

Blank copies are available for download at www.dctrainings.com.

Copyright © DC Trainings 2010 - 2022. All Rights Reserved.