

6. When to say it

Communications Calendar 2008 / 09																																																
July 2008					August 2008					September 2008					October 2008					November 2008					December 2008																							
S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa							
1	2	3	4	5			1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6						
6	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12	7	8	9	10	11	12
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31				28	29	30	31				
							31																			30																						

Term 4, 2008	Term 1, 2009	Term 2, 2009	Term 3, 2009
Newsletter / eNewsletter	Term 1 - Acquisition and Awareness	Term 2 - Acquisition and Awareness	Term 3 - Acquisition and Awareness
Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:
Launch Campus	Term 2 - Acquisition and Awareness	Term 3 - Acquisition and Awareness	Expo
Date: Budgeted Cost: \$ Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:
Ad-Hoc Advertising Campaigns			
Date: Budgeted Cost: \$ Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:	Date: Budgeted Cost: Primary Metric:

Notes



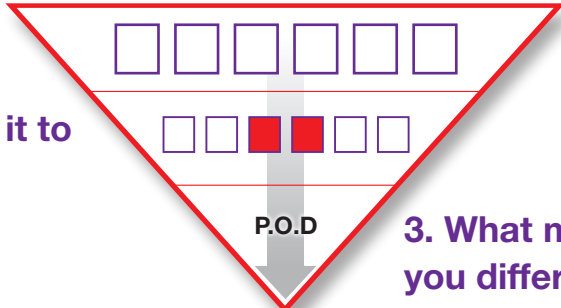
The 6 Marketing Fundamentals to Building your Brand

1. What you need to say
2. Who you need to say it to
3. What makes you different
4. How you should say it
5. How you do what you say
6. When to say it



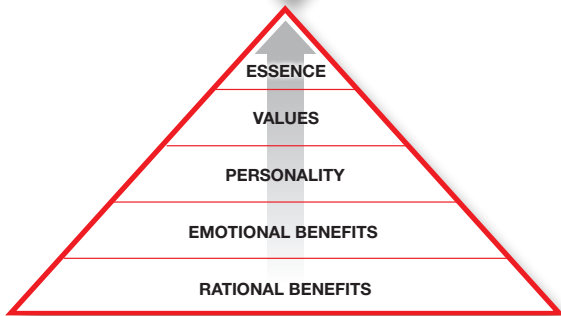
The 6 Marketing Fundamentals to Building your Brand

1. What you need to say



2. Who you need to say it to

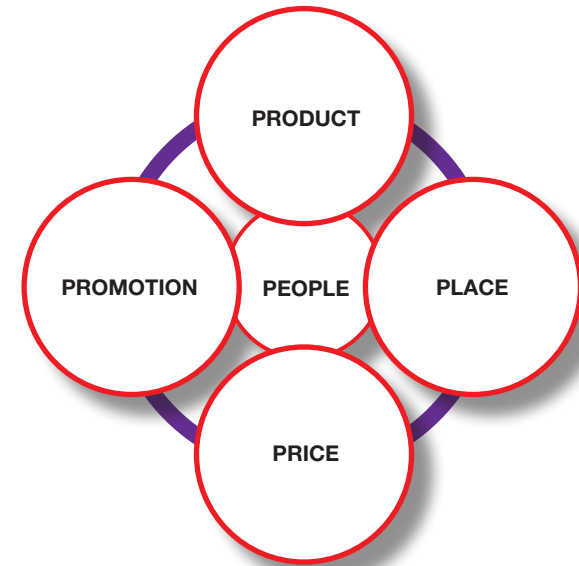
3. What makes you different



4. How you should say it

Notes

5. How you do what you say



Notes



Marketing. Your way to business growth.