

# The Marketing Calendar



Facebook



Twitter



LinkedIn



Pinterest



Google +



Instagram

**Before you jump into this calendar, you need to think about YOUR audience:**

- Do you know the profile of your typical buyer?
- Do you know who is most likely to hang out on Facebook?
- Do you have a business page for Facebook? You can't use a personal site effectively.
- Who is on Pinterest?
- Do you know anyone on Twitter?
- Do any of your buyers match any of the demographics associated with the above more popular social media sites?

Take time to think through each media channel. There is no reason to tweet if your client base is not using Twitter. Save your precious time for activities that will give you the best return for your investment - both time and money investments. Time is money, by the way!

The recommendations for the various sites require a bit of dedication. Most people agree to a schedule along these guidelines:

| Posting Frequency | Facebook     | Twitter      | LinkedIn     | Pinterest   | Google+      | Instagram    |
|-------------------|--------------|--------------|--------------|-------------|--------------|--------------|
| <b>Minimum</b>    | 3 X per week | 5 X per week | 2 X per week | 5 X per day | 3 X per week | 3 X per week |
| <b>Maximum</b>    | 10 per week  | None         | 5 X week     | 10 per day  | 10 per week  | 5 per week   |

As you can see – this is an overwhelming amount of time needed for social media posting - even at the minimums. Facebook deserves attention, but it's no longer as effective – unless you pay – so weigh it against the other sites and be careful about putting too much faith in it nowadays.

As discussed in the course, LinkedIn has a lot of groups for artists, but since this is a place for discussions, there is more time needed to fully engage there. The frequency is referring to starting two discussions or participating in two discussions. That would take a lot of time, so try to pick your subjects carefully.

Pinterest and Instagram both involve posting visual content and should be given consideration. But check on those demographics and make sure your target audience is using these sites. The other marketing activities you might want to be involved in are blogging and direct mail campaigns. Only you can determine your capability for on-going or massive marketing projects.

For some reading this, scheduling a blog post, along with their ongoing emailing schedule is plenty. Adding in an occasion direct mail piece and a press release would be smart.

If you are already on Facebook – already using a business page, there would be no reason to stop using that source. However, recent changes to Facebook are creating barriers and requiring paid advertising for even a simple plug, so be very careful proceeding in 2015. There may not be a good return if you have to pay to just get a person(s) to visit your website or if your posts are repeatedly removed for being unpaid advertising.

The point to all of this is that you remain connected, seen, heard, remembered, and gain an increasingly trusted relationship with your followers, fans, and subscribers. Keep emailing at your core. Use Facebook to get more email subscribers!

The Marketing Calendar is a format that lets you fill in the blanks. You can use any calendar of course, but you will want it to be all about your marketing. The spreadsheet has two sections; a sample and a blank. The blank is yours to print out and use forever.

Planning can be done way in advance. The most difficult part is sticking to the plan.

And always be ready to put out a press release for important events!

Got questions? Email me: [icanhelp@mygoldenwords.com](mailto:icanhelp@mygoldenwords.com)

Enjoy!

Mckenna

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## Marketing Calendar for the Week of:

|   | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|--------|---------|-----------|----------|--------|----------|--------|
| EMAIL List One  |        |         |           |          |        |          |        |
| EMAIL List Two  |        |         |           |          |        |          |        |
| BLOG POST   |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
|  |        |         |           |          |        |          |        |
| Press Releases  |        |         |           |          |        |          |        |
|   |        |         |           |          |        |          |        |
|   |        |         |           |          |        |          |        |
|   |        |         |           |          |        |          |        |
|   |        |         |           |          |        |          |        |