

Marketing Calendar Template – Getting Started

	<b>Welcome! This template is designed to help you quickly and easily map out your marketing for your next show. A few quick notes before you get started:</b>
	1. If you have plenty of time, use the 8 Weeks tab in this file. If you're in more of a time crunch, use the 4 Weeks for a condensed template.
	2. At the top of each sheet change the default date to the actual Friday of your opening weekend. The template will automatically fill all the other dates. If you open on a different day of the week, just enter the date of the closest Friday.
	3. This is a template. You will add and change items here and there to fit your show. That's a good thing, so don't sweat going "off script."
	<b>You've got some promoting to do. Break a leg!</b>

## Marketing Calendar Template – 8 Weeks

Opening Fri:	6/13/2014	
<b>Date</b>	<b>Behind the scenes</b>	<b>Publish</b>
Mon 4/21		
Tue 4/22	show art meeting with designer	announce cast, synopsis, and show dates
Wed 4/23	placeholder show art (for Facebook et al)	create Facebook event and invite
Thu 4/24	schedule promo photo shoot if needed	
Fri 4/25		
Mon 4/28	decide on any ticket giveaways	
Tue 4/29		tease ticket giveaway
Wed 4/30	take rehearsal photos	
Thu 5/1		rehearsal photos (just a few)
Fri 5/2		
Mon 5/5	Save the date email/call to press	
Tue 5/6	promo photo shoot	
Wed 5/7	interview questions to cast/production team	photos of set/costume sketches
Thu 5/8		
Fri 5/9	show art due	
Mon 5/12	show art (posters/cards) to printers if any	
Tue 5/13		release the show art on social media
Wed 5/14		
Thu 5/15		
Fri 5/16		
Mon 5/19	Invitation email/call to press	Media page for press info/images
Tue 5/20	distribute posters/cards, if any	
Wed 5/21	interview questions due	
Thu 5/22		
Fri 5/23		testimonial about show (can be other production)
Mon 5/26		
Tue 5/27		director interview
Wed 5/28		illustrated pull quote #1
Thu 5/29		production team interview #1
Fri 5/30		testimonial about show (can be other production)
Mon 6/2	Reminder email/call to press	repeat tease ticket giveaway
Tue 6/3		production team interview #2

## Marketing Calendar Template – 8 Weeks

Wed 6/4		illustrated pull quote #2
Thu 6/5		actor bio #1
Fri 6/6		testimonial about show (can be other production)
Mon 6/9		ticket giveaway
Tue 6/10		actor bio #2
Wed 6/11	take full production stills	illustrated pull quote #3
Thu 6/12		actor bio #3
Fri 6/13	take photos and testimonials of opening night	testimonial about show (can be other production)
Mon 6/16		
Tue 6/17	gather social and print reviews	share positive reviews
Wed 6/18		
Thu 6/19		crowd photos of opening weekend
Fri 6/20		testimonials about show (this production)

## Marketing Calendar Template – 4 Weeks

Friday opening:	5/16/2014	
<b>Date</b>	<b>Behind the scenes</b>	<b>Publish</b>
Mon 4/21	show art meeting with designer	announce cast, synopsis, and show dates
Tue 4/22	placeholder show art (for Facebook et al)	create Facebook event and invite
Wed 4/23	Invitation email/call to press	Media page for press info/images
Thu 4/24		
Fri 4/25	interview questions to cast/production team	
Mon 4/28	promo photo shoot	
Tue 4/29	rehearsal photos	photos of set/costume sketches
Wed 4/30	show art due	rehearsal photos (just a few)
Thu 5/1	show art (posters/cards) to printers if any	release the show art on social media
Fri 5/2	interview questions due	testimonial about show (can be other production)
Mon 5/5	Reminder email/call to press	tease ticket giveaway
Tue 5/6	distribute posters/cards, if any	director interview
Wed 5/7		illustrated pull quote #1
Thu 5/8		production team interview
Fri 5/9		testimonial about show (can be other production)
Mon 5/12		ticket giveaway
Tue 5/13		actor bio #1
Wed 5/14	take full production stills	illustrated pull quote #2
Thu 5/15		actor bio #2
Fri 5/16	take photos and testimonials of opening night	testimonial about show (can be other production)
Mon 5/19		
Tue 5/20	gather social and print reviews	share positive reviews
Wed 5/21		
Thu 5/22		crowd photos of opening weekend
Fri 5/23		testimonials about show (this production)