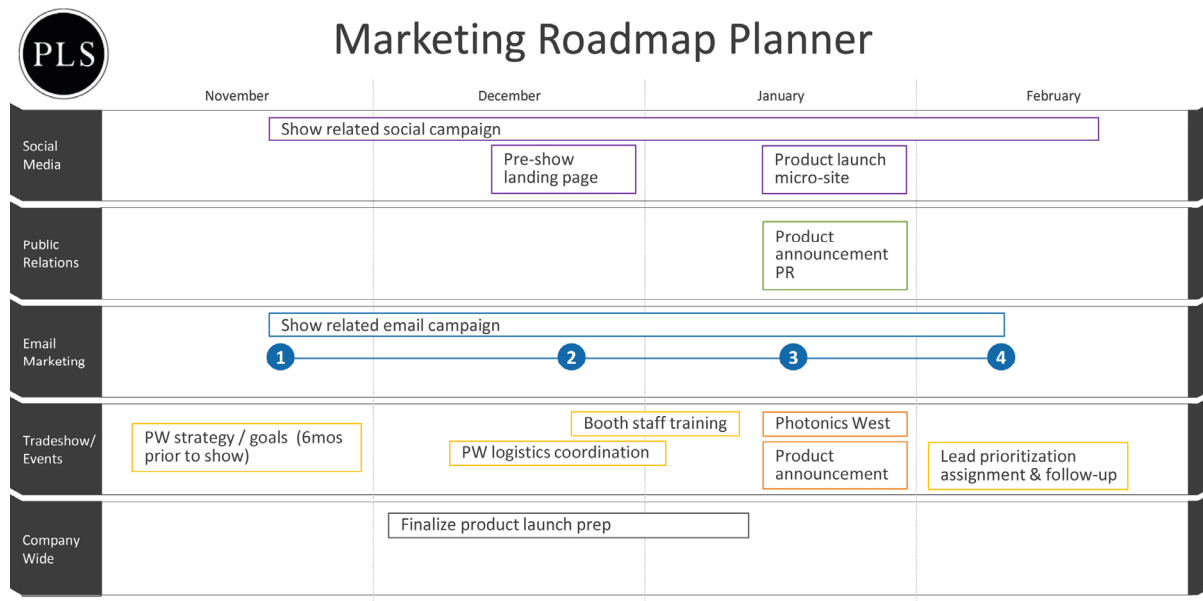# Using the Marketing Roadmap Planner

The Marketing Roadmap Planner is a simple, yet effective tool for mapping out next year's major events and related marketing activities. You can also use it to map out a specific campaign.

1. Print roadmap (formatted 12x18" PDF).
2. List events such as trade shows, product launches and significant company initiatives.
3. Write each event on its own post-it note and place on the Events row in the month in it occurs.
4. Define pre- and post- marketing activities in support of each event. Include email campaigns, web landing pages, PR and social media promotion.
5. Write each supporting activity on its own post-it note and place in the appropriate month.
6. Once drafted, determine effort, timing and responsibilities to execute marketing activities.

Advanced Manufacturer Example

The following Roadmap example shows the connected parts of an integrated marketing campaign for an Advanced Manufacturer. It focuses on a major trade show that occurs in January. This example includes a product launch and announcement at the show.

Marketing Roadmap Planner

	November	December	January	February
Social Media	Show related social campaign	Pre-show landing page	Product launch micro-site	
Public Relations			Product announcement PR	
Email Marketing	Show related email campaign ①② ③④			
Tradeshow/ Events	PW strategy / goals (6mos prior to show)	PW logistics coordination / Booth staff training	Photonics West / Product announcement	Lead prioritization assignment & follow-up
Company Wide		Finalize product launch prep		

Marketing Roadmap Planner

PLS

	January 2015	February	March	April	May	June	July	August	September	October	November	December
Web												
Public Relations												
Content												
Tradeshow/ Events												
Advertising												
Email Marketing												
Social Media												
Innovation												