**DIGITAL MARKETING PLAN TEMPLATE for Microsoft Word**

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|  |  | QUARTER 1 | QUARTER 2 | QUARTER 3 | QUARTER 4 |
| CAMPAIGN TYPE | PROJECT GOALS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| **National Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Banner Ads |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Local Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Web Ads |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Public Relations** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Press Releases |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Webinars |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Content Marketing** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sponsored Content |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Landing Page |  |   |   |   |   |   |   |   |   |   |   |   |   |
| White Papers / e-books |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Social Media** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Twitter |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Facebook |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Pinterest |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Instagram |  |   |   |   |   |   |   |   |   |   |   |   |   |
| TikTok |  |   |   |   |   |   |   |   |   |   |   |   |   |
| LinkedIn |  |   |   |   |   |   |   |   |   |   |   |   |   |

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|   |  | QUARTER 1 | QUARTER 2 | QUARTER 3 | QUARTER 4 |
| CAMPAIGN TYPE | PROJECT GOALS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| **Online** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blog |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Website |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Mobile App |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Mobile Alerts |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Email Newsletter |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Web** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Development |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Pay-Per-Click Marketing |  |   |   |   |   |   |   |   |   |   |   |   |   |
| SEO |  |   |   |   |   |   |   |   |   |   |   |   |   |
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| **Market Research** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Surveys |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Impact Studies |  |   |   |   |   |   |   |   |   |   |   |   |   |
|   |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Sales Campaigns** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Campaign A |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Campaign B |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Campaign C |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Campaign D |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Campaign E |  |   |   |   |   |   |   |   |   |   |   |   |   |
|   |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Other** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Corporate Branding |  |   |   |   |   |   |   |   |   |   |   |   |   |
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