

EVENT MARKETING TIMELINE

CAMPAIGN TYPE	ADDITIONAL INFO	WEEK 1
National Marketing		
Banner Ads		
Local Marketing		
Web Ads		
Public Relations		
Press Releases		
Webinars		
Content Marketing		
Sponsored Content		
Landing Page		
White Papers / ebooks		
Social Media		
Twitter		
Facebook		
Pinterest		
Instagram		
Google+		
LinkedIn		
Snapchat		
Online		
Blog		
Website		
Mobile App		
Mobile Alerts		
Email Newsletter		
Web		

Development		
Pay-Per-Click Marketing		
SEO		
Market Research		
Surveys		
Impact Studies		
Sales Campaigns		
Campaign A		
Campaign B		
Campaign C		
Campaign D		
Campaign E		
Other		
Corporate Branding		



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WEEK 12



EVENT MARKETING TIMELINE

CAMPAIGN TYPE	ADDITIONAL INFO	WEEK 1
National Marketing		
Banner Ads		
Local Marketing		
Web Ads		
Public Relations		
Press Releases		
Webinars		
Content Marketing		
Sponsored Content		
Landing Page		
White Papers / ebooks		
Social Media		
Twitter		
Facebook		
Pinterest		
Instagram		
Google+		
LinkedIn		
Snapchat		
Online		
Blog		
Website		
Mobile App		
Mobile Alerts		
Email Newsletter		
Web		

Development		
Pay-Per-Click Marketing		
SEO		
Market Research		
Surveys		
Impact Studies		
Sales Campaigns		
Campaign A		
Campaign B		
Campaign C		
Campaign D		
Campaign E		
Other		
Corporate Branding		

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