

Marketing Calendar

Connect priorities, audiences, channels, owners and measurement.

Prepare individually. Align together.

A structured working document

Complete the relevant sections before a shared review. Distinguish observed evidence from assumptions, identify the decision owner and record what must be resolved before work begins.

01 / BUSINESS PRIORITY

Business priority

Evidence, decisions, owners and unresolved questions

NOTES

02 / AUDIENCE AND NEED

Audience and need

Evidence, decisions, owners and unresolved questions

NOTES

03 / CONTROLLING MESSAGE

Controlling message

Evidence, decisions, owners and unresolved questions

NOTES

04 / CHANNEL ROLE

Channel role

Evidence, decisions, owners and unresolved questions

NOTES

05 / OWNER AND APPROVER

Owner and approver

Evidence, decisions, owners and unresolved questions

NOTES

06 / PRODUCTION DEPENDENCY

Production dependency

Evidence, decisions, owners and unresolved questions

NOTES

07 / MEASUREMENT SIGNAL

Measurement signal

Evidence, decisions, owners and unresolved questions

NOTES

NEXT STEPS

Turn preparation into an accountable brief

Review the completed resource with the people responsible for the decision and delivery. Agree the priority question, evidence gaps, approval pathway and immediate next step.

This resource provides general planning guidance. It is not legal, financial, regulatory or accessibility advice.

IMPRNT Brand Consultancy · projects@imprnt.co.nz · www.imprnt.co.nz