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| **Marketing Plan Template** |
| **Timeline** | **Blog Activity** | **Email Subscriber Activities** | **Social Media Acc Activity** | **Paid Promos/ Giveaways/Competitions** | **Street Team/Reviewer Activity** | **Anything else** |
|  |   |   |   |   |   |   |
| **6 Months BEFORE** |   |   |   |   |   |   |
| **3 Months BEFORE** |   |   |   |   |   |   |
| **1 Month BEFORE** |   |   |   |   |   |   |
| **3 Weeks BEFORE** |   |   |   |   |   |   |
| **2 Weeks BEFORE** |   |   |   |   |   |   |
| **1 Week BEFORE** |   |   |   |   |   |   |
| **6 Days BEFORE** |   |   |   |   |   |   |
| **5 Days BEFORE** |   |   |   |   |   |   |
| **4 Days BEFORE** |   |   |   |   |   |   |
| **3 Days BEFORE** |   |   |   |   |   |   |
| **2 Days BEFORE** |   |   |   |   |   |   |
| **1 Day BEFORE** |   |   |   |   |   |   |
| **LAUNCH DAY** |   |   |   |   |   |   |
| **1 Day Post** |   |   |   |   |   |   |
| **2 Days Post** |   |   |   |   |   |   |
| **3 Days Post** |   |   |   |   |   |   |
| **4 Days Post** |   |   |   |   |   |   |
| **5 Days Post** |   |   |   |   |   |   |
| **6 Days Post** |   |   |   |   |   |   |
| **1 Week Post** |   |   |   |   |   |   |
| **2 Weeks Post** |   |   |   |   |   |   |
| **3 Weeks Post** |   |   |   |   |   |   |
| **1 Month Post** |   |   |   |   |   |   |
| **3 Months Post** |   |   |   |   |   |   |
| **6 Months Post** |   |   |   |   |   |   |
| **1 Year Post** |   |   |   |   |   |   |