

Marketing Calendar for EcoBean Coffeehouse

Month	Marketing Activity	Description	Objectives	Target Audience	Responsible	Budget	Start Date	End Date	Performance Metrics	Notes
January	Social Media Launch	Launch Facebook and Instagram pages	Build online presence	Local community	Marketing Team	\$500	1/1	1/31	Gain 500 followers, 10% engagement	Initial kickoff
February	Valentine's Day Promo	Special discounts on couples' coffee sets	Increase sales, attract couples	Couples	Store Manager	\$300	2/1	2/14	20% increase in sales vs. last month	Seasonal Offer
March	Email Newsletter	Start monthly newsletter with promos and news	Enhance customer retention	Subscribers	Marketing Team	\$200	3/1	3/31	25% open rate, 5% click rate	Build Loyalty
April	Earth Day Event	Host an event promoting sustainability practices	Community engagement	Local community	Events Coordinator	\$1,000	4/20	4/22	100+ attendees	Special speaker on sustainability
May	New Product Launch	Introduce new seasonal blend	Increase product awareness	Regulars	Product Manager	\$400	5/10	5/31	10% of sales from new product	Limited time offer
June	Customer Appreciation	Free pastry with purchase on Fridays	Customer Appreciation	All Customers	Store Manager	\$300	6/1	6/30	Return rate of 30%	Enhance experience
July	Summer Giveaway	Social media contest to win a month of free coffee	Increase social media engagement	Followers	Marketing Team	\$100	7/1	7/31	Gain 1000 followers, 500 contest entries	Viral potential
August	Back to School Promo	Discount offer for students with ID	Attract student customers	Students	Marketing Team	\$200	8/15	9/15	Increase in student visits by 50%	Target universities
September	Coffee Workshop	Host a workshop on coffee origins and brewing methods	Educate customers, build community	Enthusiasts	Events Coordinator	\$800	9/10	9/20	50 attendees, positive feedback	Hands-on activities
October	Halloween Event	Themed drinks and decor, costume contest	Increase foot traffic	Families	Store Manager	\$500	10/25	10/31	20% increase in visits	Seasonal fun

Marketing Calendar for EcoBean Coffeehouse

November	Thanksgiving Offer	Buy one, get one free coffee on Black Friday	Boost sales during holiday season	Bargain Hunters	Marketing Team	\$300	11/27	11/27	Double sales vs. average day	Limited time offer
December	Holiday Gifts	Promote coffee gift sets and cards	Increase gift sales	Gift Shoppers	Product Manager	\$500	12/1	12/31	40% of December sales from gifts	Holiday Marketing