

Marketing Plan for Academy: _____ Month: _____

Description	Date (to Prospects)	Cost	Leads (Prospects)	Basic/New (L2s)
Last Year Same Month				
Targets (total of all efforts)				
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				

Turned into Operations 3 Months Prior (use multiple pages if necessary)

