

2023 Marketing Goals

3 Goal Outputs:

(Ex. Sell 5 River cruises)

Target Audience:

Channels & Action

(Ex. Channel: Facebook, Action: Spotlight river cruise a month & host Facebook live event)

Channels			
Ideas & Action Items			

Marketing Calendar

2-3 things you are going to do each month to achieve your goal

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER