# Monthly Promotion Calendar

**Purpose:** This monthly planning calendar is designed to assist retail and ecommerce teams in organizing and scheduling promotional campaigns, sales events, and key marketing actions throughout the year. Use the template to coordinate internal efforts, align marketing timelines, and capitalize on seasonal opportunities.

## {year} Promotion Overview

**Prepared by:** {preparedBy}

**Department:** {department}

**Date Created:** {creationDate}

## Monthly Promotion Breakdown

{#months}

### {monthName}

**Main Theme:***{theme}*

**Key Campaigns:**

{#campaigns}

* **{title}:***{description}* — Runs from {startDate} to {endDate}

{/campaigns}

**Special Events & Holidays:**

{#events}

* {eventDate}: **{eventName}** – {eventNotes}

{/events}

**Marketing Channels Used:**

{#channels}

* {channelName}

{/channels}

**Budget Allocated:** ${budget}

**Comments/Notes:**  
{notes}

{/months}

## Annual Summary Table

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Main Theme** | **Number of Campaigns** | **Planned Budget (USD)** |
| {#months}{monthName} | {theme} | {campaignCount} | ${budget}{/months} |