

Sample Marketing Plan


Get into the Spirit with Seasonal Learning Campaigns

Seasonal marketing can be fun! Sit down as a team to plan events throughout the year. This marketing plan shows the different internal channels you can use to get the word out.



MONTHS	0-3 MONTHS	4-6 MONTHS	7-9 MONTHS	10-12 MONTHS
Emails	New Years Resolutions Email	Reminder Emails	Summer Learning Email	End-of-Year Email
Signage	Digital Signage	Posters and Flyers	Summer Learning	Revisit New Years Resolutions
Intranet	Add to HR Benefits Page and Onboarding Learning Path	Create Learning Paths for Personal Wellness	—	—
Learning Paths	Onboarding and Company Course Collection	Performance Review Follow Up	Summer Learning—Department Focused	Revisit Performance Reviews—Career Development
Webinars	Performance Review Foundations	Feature Focus: Exercise Files	Feature Focus: Playlists	—
Session	Lunch and Learn	Leadership Session	Summer Soft Skills	—
Contest	Launch Contest (e.g. activations, usage)	—	Most Summer Learning Courses Watched	—

Valentine's Day Desk Drop

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Fall in Love with Learning this Valentine's Day.

If you haven't already, start taking advantage of the learning resource available at your fingertips. LinkedIn Learning top features include:

- ♥ **Content:** 13,000+ digital courses taught by industry experts
- ♥ **Curation:** Relevant course recommendations in Business, Creative and Tech
- ♥ **Convenience:** In-Depth and bite-sized courses for learning while on the go



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Pro Tip

Seasonal marketing often happens ad hoc and all falls on one team member. Ensure each member of the team has a responsibility for your quarterly seasonal marketing push.