**Example of Marketing Calendar w/ Workshops and Webinars:**



* **2 mailing campaigns for educational workshops ($5.5K per campaign = $11K)**
* **2 digital campaigns for live webinars ($1.5K per campaign = $3K)**
* **1 internal campaign for client/referral live webinar (Free)**

**Example of Marketing Calendar w/ Webinars Only:**



* **3 digital campaigns for live webinars ($1.5K per campaign = $4.5K)**
* **1 internal campaign for client/referral live webinar (Free)**