### Advanced Marketing

#### Our Goal

**3 Things We Can Do This Year**

1. 

2. 

3. 

**Notes:**

**3 Things We Can Do Before Next Summer**

1. 

2. 

3. 

**Notes:**
Evaluation Tools for Social and Web

How will you know that what you're doing is working? You need a way to measure the effectiveness of the communication. If the plan is not working and you are not meeting the communication objectives, it has to be re-designed to be more effective.

1. Engagement metrics: Utilize data from your website, emails, social media channels and newsletters to see who's engaging and who's not.

2. Evaluation forms or Surveys: A survey that can be filled by the participants at the end of the campaign or event. Keep in mind that this should be short enough for the participants to fill in quickly. This can also be done via e-mail immediately after the meeting.

3. Direct feedback: verbally or written, from key stakeholders or partners.


What sites or tools will you use?

Additional Resources

Council for Exceptional Children
Suggested Calendars for Updates and Reviews

Social Media

Web

Quarter 1

Quarter 2

Quarter 3

Quarter 4

3 Content Calendar Examples for All Your Content Needs:
https://www.semrush.com/blog/content-calendar-examples/