

Casino Marketing Calendar Worksheet

This template is built for one purpose: to make sure every item on your marketing calendar is doing real work.

Most marketing calendars are schedules. They tell you what is happening and when. This template asks more. For every promotion, event, direct marketing send, social push, or paid campaign, you'll define six things that separate a strategic calendar from a list of things to keep you busy.

Use it monthly. Use it with your team. Use it every time you plan.

The Six Columns

1. Date(s) - A single date or date range for the initiative. If it's a campaign with multiple touchpoints, use the full range (e.g. July 1-31). If it's a one-day event, use that date. "TBD" is not a calendar entry.
2. Initiative - The name of the promotion, event, campaign, or activity. Be specific. "Summer promotion" is not an initiative. "Free play drawing for mid-worth guests — Thursdays in July" is.
3. Guest Segment - Who is this designed to reach? Not "everyone." Not "our database." A specific segment — by worth tier, by behavior, by visit frequency, by life stage. If you can't name the segment, the initiative isn't ready to go on the calendar.
4. Behavioral Outcome - What do you want guests to do differently as a result of this initiative? A behavioral outcome sounds like: increase visit frequency, drive first-to-second trip conversion, reactivate lapsed guests, shift play to a lower-traffic day, increase ADT among mid-worth segment.
5. Channel(s) - How are you reaching them? Direct mail, email, SMS, social (organic), paid (digital or traditional), on-property signage, player development outreach, app notification. List all that apply.
6. How We'll Know It Worked- Define success before the initiative runs — not after. Redemption rate? Attendance vs. baseline? Worth of participants vs. control group? Trip frequency in the 30 days following? Write it here before the campaign goes live.

A note on honest planning: If you get to column four and can't name a behavioral outcome, stop. That initiative doesn't belong on the calendar yet. Either sharpen it until you can name the outcome — or replace it with something that has a clearer purpose. A full calendar is not a good calendar. A strategic calendar is

MONTH: _____

PROMOTIONS

DATE(S)	INITIATIVE	SEGMENT	BEHAVIORAL OUTCOME	CHANNEL	HOW WE'LL KNOW IT WORKED

MONTH: _____

EVENTS

DATE(S)	INITIATIVE	SEGMENT	BEHAVIORAL OUTCOME	CHANNEL	HOW WE'LL KNOW IT WORKED

MONTH: _____

DIRECT MARKETING - *Email, SMS, Direct Mail*

DATE(S)	INITIATIVE	SEGMENT	BEHAVIORAL OUTCOME	CHANNEL	HOW WE'LL KNOW IT WORKED

MONTH: _____

ORGANIC SOCIAL

DATE(S)	INITIATIVE	SEGMENT	BEHAVIORAL OUTCOME	CHANNEL	HOW WE'LL KNOW IT WORKED

MONTH: _____

PAID ADVERTISING

DATE(S)	INITIATIVE	SEGMENT	BEHAVIORAL OUTCOME	CHANNEL	HOW WE'LL KNOW IT WORKED

Before you finalize this month, answer these four questions.

1. Does every initiative have a named guest segment?
 - Yes — we know exactly who each initiative is designed to reach
 - Not yet — some need a clearer audience before we proceed
2. Does every initiative have a behavioral outcome?
 - Yes — we can name what we want guests to do differently
 - Not yet — some initiatives are activities without a clear purpose
3. Is this calendar sequenced to build momentum?
 - Sequenced — initiatives build on each other across the month
 - It's a list — we should look at how these initiatives connect
4. Can we tell what's on this calendar because it works vs. habit?
 - Yes — every initiative earned its place
 - Honestly, some of it is habit — worth a conversation before we commit

Need help building a calendar that does more than fill space?

Whether you're looking for hands-on team training or ongoing strategic support, we can help.

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