Use the "Gantt chart marketing template" to manage the progress of your marketing project, plan and track task deadlines.
The table header contains several fields with the characteristics of your project that you need to fill in.

Gantt Chart Marketing Template	**<PROJECT TITLE>**

<NAME OF ORGANIZATION>	START DATE	06/01/21
<PROJECT MANAGER>	COMPLETION DATE	03/30/22

These are the fields:

- "<PROJECT NAME>" Enter the name of your marketing project/ program/ initiative in this cell.
- "<NAME OF ORGANIZATION>" Enter in this cell the name of your organization (or name of the organization that performs the project activities (if different) or the name of the project owner.
- "<PROJECT MANAGER>" Enter in this cell the name of the project manager who is responsible for the final result.
- "START DATE" in the cell adjacent to this description, enter the start date of your project in the format mm/dd/yy.
- "COMPLETION DATE" in the cell adjacent to this description, enter the end date of your project in the format mm/dd/yy.

PROJECT DATA				GANTT SCHEDULE					
TASK	START DATE	COMPLETION DATE	PERFORMER	06.01	06.08	06.16	06.23	07.01	07.08

Below are the project data table itself and the Gantt chart itself. The project data table contains the following columns:

- In the "TASK" column is entered a list of marketing project tasks, which you can change for your own specifics.
- In the "START DATE" column, it is necessary to enter the start date for each task.
- In the "COMPLETION DATE" column, it is necessary to enter the end date for each task.
- In the column "PERFORMER" it is necessary to enter the names of the executors responsible for the execution of each of the tasks.

The Gantt chart is located on the right side of the template. The working space of the chart is divided into 41 columns (periods), which are calculated automatically based on the entered values "START DATE" and "COMPLETION DATE".

GANTT SCHEDULE										
06.01	06.08	06.16	06.23	07.01	07.08	07.16	07.23	07.31	08.07	08.15

That means the entire duration of the project is divided into 41 equal time intervals and the start date of each period is shown in the header of the chart columns. In the example on the screenshot, one division equals 7-8 days.

Also, all tasks in the table are divided into blocks according to the stages of the marketing project. In the original version, the table contains 11 stages, such as:

- National Marketing;
- Local Marketing;
- Public Relations;
- Content Marketing;
- Social Media;
- Online;
- Advertising;
- Web;
- Market Research;
- Sales Campaigns;
- Other.

Each stage consists of a list of related tasks. You can customize it according to the needs and specifics of your project by removing or adding as many rows as you need.

The list of tasks by category/ stage of the project can be hidden/ displayed by clicking on the "-/+" sign to the left of the stage name.

18	Public Relations
19	Software / Hardware
20	Public Events
21	Sponsorships
22	Press Releases
23	Webinars
24	Conferences
25	Client Events
26	Other (specify)

The Gantt chart is built automatically based on the entered "START DATE" and "COMPLETION DATE" values. For example, it looks like below:

PROJECT DATA				GANTT SCHEDULE									
TASK	START DATE	COMPLETION DATE	PERFORMER	06.01	06.08	06.16	06.23	07.01	07.08	07.16	07.23	07.31	08.07
National Marketing													
Banner Ads	06/01/21	06/15/21	Name 1										
Other (specify)	06/08/21	07/08/21	Name 2										
Local Marketing													
Newspaper	06/30/21	07/15/21	Name 1										
In-Store Marketing	07/10/21	07/25/21	Name 2										
POP	07/20/21	08/05/21	Name 3										
Other (specify)													