elements massage™

2017 MARKETING CALENDAR

Month:	January	February	March	April	May	June	July	August	September	October	November	December
Week of:	2, 9, 16, 23, 30	6, 13, 20, 27	6, 13, 20, 27	3, 10, 17, 24	1, 8, 15, 22, 29	5, 12, 19, 26	3, 10, 17, 24, 31	7, 14, 21, 28	4, 11, 18, 25	2, 9, 16, 23, 30	6, 13, 20, 27	4, 11, 18, 25
Holidays:		V			M	F					T	C
	Trimester 1				Trimester 2				Trimester 3			

NATIONAL PROGRAMS												
National Branding Campaign		Youtopia - General Branding - All supporting assets may be used during this time frame									Holiday	
Branding Campaign Updates		Youtopia Campaign Launch - General Branding			Seasonal Updates to Headlines and copy		Seasonal Updates to Headlines and copy		Seasonal Updates to Headlines and copy		Holiday Promotion	
Messaging Objective	**Primary**	Membership			Intro Offer		Intro Offer		Membership		Gift Cards	
	Secondary	Intro Offer			Gift Cards - Graduation, Father's Day		Membership		Intro Offer		Open House	
	Tertiary	Valentine's Day: Couples and Gift Cards			Membership		Sidewalk Sales, Summer Packages				Intro Offer	
Secondary Campaigns		Updated Upgrades/Modalities Programs Available on Marketing ToolBoc		Upgrades/ Modalities	Mother's Day		Upgrades/Modalities		Loyalty	Breast Cancer Awareness		
Messaging Objective	**Primary**			Personalization Services	Gift Cards		Personalization Services		Membership	Awareness		
	Secondary			Add-on upgrades	Intro Offer		Add-on upgrades		Referrals	Donations		
	Tertiary				Membership							
LSM PROGRAMS												
Seasonal LSM Opportunities				Updated LSM Programs Available on Marketing ToolBoc								
			Tax Refund		Teacher Appreciation Week		Summer Festivals		Back to School		Referral Program or Business Benefits	