SALON MARKETING CALENDAR 2017

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MONTH	FOCUS	IN-SALON	WEBSITE	SOCIAL MEDIA	PR	ADVERTISING ONLINE/OFFLINE	DIRECT MAIL	EMAIL MARKETING	OTHER	WHO IS RESPONSIBLE
JANUARY	NEW YEAR									
FEBRUARY	VALENTINE'S DAY									
	OSCARS									
MARCH	ST. PATRICK'S									
	MOTHERS' DAY									
APRIL	EASTER									
MAY										
JUNE	FATHERS' DAY									

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JULY	SUMMER HOLIDAYS									
AUGUST										
SEPTEMBER	BACK TO SCHOOL									
OCTOBER	BREAST CANCER RESEARCH (PINK OCTOBER)									
	HALLOWEEN									
NOVEMBER	MOVEMBER									
	BLACK FRIDAY									
DECEMBER	CHRISTMAS									