

2016 SMALL BUSINESS MARKETING CALENDAR

- Ready to use 12-month marketing calendar
- Includes seasonal focus for the whole year

Need help? www.thewebsilo.com | gethelp@thewebsilo.com

SMALL BUSINESS MARKETING CALENDAR 2016

MONTH	SEASONAL FOCUS	WEBSITE	EMAIL MARKETING	SOCIAL MEDIA	MARKETING MATERIALS	NEW CLIENTS COUNT	LOYALTY OR REWARDS PROGRAM	CONTENTS	BUSINESS SIGNAGE	PROJECT MANAGER
JANUARY	NEW YEAR'S EVE									
	ENGAGEMENT SEASON									
	BLOOD DONOR MONTH									
FEBRUARY	VALENTINE'S DAY									
	BLACK HISTORY MONTH									
	SUPER BOWL									
MARCH	ST. PATRICK'S									
	WOMEN'S HISTORY MONTH									
APRIL	SPRING BREAK									
	EARTH MONTH									
	AUTISM AWARENESS									
	NATIONAL VOLUNTEER									
MAY	MOTHER'S DAY									
	PROM									
JUNE	MEMORIAL DAY									
	FATHER'S DAY									
	LGBT PRIDE MONTH									
	GRADUATION MONTH									



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JULY	SUMMER HOLIDAYS									
	BRIDAL SEASON									
	NATIONAL GRILLING MTH									
AUGUST	BACK TO SCHOOL PROMO									
	IMMUNIZATION AWARENESS									
	NATIONAL GOLF MONTH									
SEPTEMBER	AUTUMN BEGINS									
	EMMY AWARDS									
OCTOBER	HISPANIC HERITAGE MTH									
	BREAST CANCER AWARENESS									
	FIRE PREVENTION									
	HALLOWEEN									
NOVEMBER	THANKSGIVING									
	BLACK FRIDAY									
	MOVEMBER FOR MEN'S HEALTH									
DECEMBER	HOLIDAY SEASON									
	NATIONAL FLU VACCATION WK									
	SAFE TOYS & GIFTS MONTH									

MARKETING IDEAS BY MONTH

JANUARY

- ✓ Create a Customer Loyalty Referral Program
- ✓ New Year's Resolutions
- ✓ Weight Loss Tips
- ✓ Holiday Round Ups
- ✓ Anniversary Sales
- ✓ MLK Day of Service
- ✓ Participate in a Blood Drive

FEBRUARY

- ✓ Heart Healthy Tips
- ✓ Wear Red Day Social Media
- ✓ Super bowl Recipes
- ✓ Chinese New Year Parade
- ✓ Mardi Gras Recipes
- ✓ Valentine's Day Décor
- ✓ President's Day Sales

MARCH

- ✓ Read at a School
- ✓ Employee Appreciation Day
- ✓ Bake Pies for Pi Day
- ✓ Spring Cleaning Promotions
- ✓ St. Patrick's Day Décor
- ✓ Easter Egg Hunt
- ✓ Easter Decor and Recipes

APRIL

- ✓ April Fool's Day
- ✓ Tax Tips and Advice
- ✓ Volunteer at a local event
- ✓ Passover Recipes
- ✓ Earth Day Tips and Events
- ✓ Take Your Child to Work
- ✓ Spring Sports

MAY

- ✓ Cinco de Mayo Celebration
- ✓ Mother's Day Gift Guide
- ✓ Memorial Day
- ✓ Wedding Season
- ✓ Vacation Travel Tips
- ✓ Participate in local events

JUNE

- ✓ D-Day Remembrance
- ✓ Flag Day Activities
- ✓ Father's Day Gift Guide
- ✓ Picnic Day Recipes
- ✓ Company Picnic
- ✓ Graduation Gift Guide
- ✓ Summer Tips
- ✓ Start July 4th Planning

JULY

- ✓ July 4th Recipes, Decor, Party Planning, Events, etc.
- ✓ Summer Safety Tips
- ✓ Shark Week
- ✓ Share customer reviews
- ✓ Participate in local events
- ✓ Seasonal Promotions
- ✓ Celebrate Parents Day

AUGUST

- ✓ State Fair Season
- ✓ Back to School Promotions
- ✓ End of Summer Sales
- ✓ Hot Weather Promotions
- ✓ Relaxation Day Events
- ✓ Senior Citizen Discount
- ✓ Start Labor Day Marketing

SEPTEMBER

- ✓ Back to School Promotions
- ✓ Labor Day Promotions
- ✓ School Supplies Drive
- ✓ Charity Events
- ✓ Football themed promo
- ✓ Sponsor local sports team

OCTOBER

- ✓ Columbus Day Specials
- ✓ Jewish Holidays
- ✓ Halloween contest
- ✓ Decorate for Halloween/Fall
- ✓ Host an Instagram Contest
- ✓ Start Thanksgiving Marketing

NOVEMBER

- ✓ Thankful Campaigns
- ✓ Election Day Event
- ✓ Recycling Campaign
- ✓ Lung Cancer Charity Walk
- ✓ Thanksgiving Recipes
- ✓ Thanksgiving Food Drive
- ✓ Local 5k run/walk
- ✓ Small Business Saturday

DECEMBER

- ✓ Holiday Gift Guides
- ✓ Instagram & Facebook Contests/Giveaways
- ✓ Holiday Recipes/Décor
- ✓ Winter Preparedness Tips
- ✓ Extreme Weather Promos
- ✓ New Year's Event Guide
- ✓ New Year's Promotions

THE WEB SILO

The Web Silo provides the guidance and tools to market your small business. Want a customized marketing plan?

Call us at (515) 635-5633 or email us at gethelp@thewebsilo.com to get a free consultation.