

2017

January

M	T	W	T	F	S	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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30	31					

February

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27	28					

March

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April

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May

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June

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July

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August

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September

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October

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30	31					

November

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20	21	22	23	24	25	26
27	28	29	30			

December

M	T	W	T	F	S	S
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

CHERRY MARKETING

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Driving your business to new heights

Monthly Plan

January

Start your year off right

Review and set marketing budget
Facebook—Increase likes and conversations
Advertise Seasonal Offers

February

Keep working on this and it will pay off

Twitter - Start talking to potential customers
1st paid ad on any suitable medium

March

If you don't have seasonal offers, maybe offer package rates

Review Website - Is the information accurate?
Advertise Seasonal Offers

April

Benefit from in-store demos, let customers preview new stock etc

Check/implement POS materials
Can I run an event?

May

During the summer months look for feel good promos or attract tourism to your area if passing trade/footfall would benefit you.

Liaise with local festival or voluntary groups to help boost local tourism

June

Keep your message consistent and your offerings fresh

2nd paid ad on a suitable medium

July

You are already half way through the year, review past activities to find what worked and what did not. Make sure you have given each activity the time/attention it needs before dismissing it!

Review and repeat successes! Remember—Some things need to be given a number of attempts before you see the return on them. Don't be too hasty but know the value of your own time. Don't spread yourself too thin.

August

Advertise seasonal offering/prep for Christmas

Maybe you are selling items suitable for back to school or office materials. Be creative!

September

Refresh POS materials, Revisit SM Platforms/Online

Make sure to again review your online presence. Is all information accurate? Are you keeping people updated?

October

Press release (even just on social media platforms)

You may speak about new products for Winter, possible changes in the new year, celebrate successes achieved

November

Unique Selling Point

What do I have that will make people shop with me instead of elsewhere?

December

Review and revise

Now is not the time to take your foot off the pedal! Keep the momentum

	Goal	Strategy	Target	Result	Cost
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					