

## OURTOWNS EXAMPLE 6 MONTH MARKETING CALANDER

	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Jun '21
<b>SOCIAL MEDIA (KEEP IT FUN!)</b>						
• Advertise Products & Services	X	X	X	X	X	X
• Feel Good & Positive Local Stories	X	X	X	X	X	X
• Staff Highlights & Meet the Team			X			X
• Upcoming Events	X	X	X	X	X	X
• Key dates (e.g. Easter, Xmas)	X	X	X	X	X	X
• Testimonials / hero quotes / case studies	X	X	X	X	X	X
<b>NEWSLETTER</b>						
• Highlighted Product/Service	X	X	X	X	X	X
• Stories of the month	X	X	X	X	X	X
• Month's Successes and Wins	X	X	X	X	X	X
<b>DATABASE MANAGEMENT</b>						
• Use a CRM	X	X	X	X	X	X
• Linked to website	X	X	X	X	X	X
<b>TARGET AUDIENCE ENGAGEMENT</b>						
• Boosted SM Posts / Campaigns	X		X		X	
• Direct Messaging		X		X		X
• SMS Marketing			X		X	
<b>PROMOTIONAL SIGNAGE</b>						
• Business Signage	X	X	X	X	X	X
• Staff Business Cards	X	X	X	X	X	X

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