

	Season: Winter	New Year			
	Month	January			
	Week	Wk 1	Wk 2	Wk 3	Wk 4
	Days	Jan 4-10	Jan 11-17	Jan 18-24	Jan 25- Jan 31
TACTICS					
Banners Ads	Online ads placed on relevant websites. Displayed in rotation.				
Flyer	Print insert for local paper or distributed separately				
Email	email newsletter (frequency depends on business)				
Social Media	Facebook, Twitter, Google +, YouTube, LinkedIn				
Website	Lead Gen form, CTAs, SEO, keywords, testimonials, case studies				
Window / Point of Purchase	Store front décor, in-store display				
Press Releases	1 release per quarter (must be newsworthy)				
Advertising	Google Adwords, Print industry publications, local newspaper				
Lead Generation	Direct mail postcards, monthly offer, lead magnet/ebook				
Events	Trade Show, networking, association events				
Multi-Media	Videos, podcast, photos				