

November 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 Plan your content, promotions and campaigns	17	18 Build and consolidate your contact lists	19
20	21	22	23 Share promotions with everyone using social media and email	24	25 Analyze their clicks and follow up with a targeted promotion	26
27	28 Send a thank you note to all that purchased and a follow up coupon	29 Check the popularity of your campaign on social media	30			

December 2011

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				1 Plan another campaign with promotions for the holidays	2	3
4	5 Prepare your contact lists and content depending on repeat vs. new customers	6	7 Publish your promotions via Social media and Email	8	9 Check back with your audience on your campaign for feedback	10
11	12	13 Track social and email analytics	14	15 Send a thank you note to your audience for participating in the promotion	16	17
18	19	20 Plan another campaign to share more information about your product/service	21	22 Publish the campaign along with greetings for happy holidays	23	24
25	26	27 Track email and social analytics	28	29	30	31 Send out a thank you note and a New Year's Greeting