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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

12-month 2005 Marketing Calendar that Boost Sales

By Sharron Senter

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The following is my 12-month promotional marketing calendar. Keep it handy, as you'll need to refer to it throughout the coming year when forecasting your promotional messages. By no means is this list exhaustive. In fact, you should add to it based on your industry-related activities. There are many holidays throughout the year that may be a natural tie-in with your product or service, such as National Book Week in January, if you're an author or editorial-related service or American Heart Month in February, if you sell health-related services or products.

My calendar list focuses on the major holidays when most Americans have been trained to spend extra money or participate in a ceremonial activity. Generally speaking, you want to link your marketing promotions to a time of year when customers have their wallets out. Thus, you're simply positioning your product or service as the perfect gift or solution for the celebrated event.

Be Prepared

You can never be too early in preparing your marketing campaigns. For example, in order for the typical small business owner to prepare for a Valentine's Day direct mail campaign, you'll need to get most of your materials printed and ready to go by the third week in January and in the mailstream by the last week in January, certainly no later than the first week in February. I recommend you plan two months in advance. Thus, you should start planning your Mother's Day campaign in early March. Obviously, the more involved the campaign, the more lead time. What's more, some advertising vehicles have extensive lead times, specifically magazines that need your camera-ready ad approximately 6 weeks [possibly more or less] before publication, and newspaper inserts also require a reservation approximately 6-8 weeks before publication.

Unique Angle

Your promotional angle is the key to standing out from your competition. People are going to buy gifts at Christmas, without a doubt. But what makes your service or product so interesting, that shoppers should hand over their money to you instead of the myriad of other stores? Find a creative answer, and you'll grow your business.

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JANUARY

- New Year's Day, and the proceeding two weeks -- Launch your marketing messages the last week of December.
- Martin Luther King, Jr. Day -- Although not a big gift-giving time, this is a great time to spread a non-profit message.

FEBRUARY

- Valentine's Day -- Launch your marketing messages the last week in January. ****Popular Gift-giving Time****
- President's Day

MARCH

- St. Patrick's Day

APRIL

- April Fools Day
- Daylight Savings Begins
- Easter ****Popular Gift-giving Time****
- Secretaries Days ****Popular Gift-giving Time****

MAY

- Mother's Day -- Launch your marketing messages approximately 3 weeks before. ****Popular Gift-giving Time****
- Memorial Day

JUNE

- Father's Day ****Popular Gift-giving Time**** Launch your marketing messages approximately 3 weeks before.
- Graduation ****Popular Gift-giving Time**** Launch your marketing messages approximately 3 weeks before.

JULY

- Independence Day
- Back to School -- Although not a holiday, it's certainly a popular time to find wallets open and increased spending, particularly by moms and teenagers.

AUGUST

- Dog days of summer
- Back to School continued

SEPTEMBER

- Back to School -- Marketing messages can continue through the first week of September.
- Labor Day
- Grandparent's Day

OCTOBER

- Columbus Day
- Halloween ****Popular Gift-giving Time****
- Holiday preparation should be 1/4 completed, seriously. Launch your first holiday message immediately after Halloween. This message will generally go to your current customer base, offering them an exclusive early-bird holiday special to expire in early November.
- Daylight Savings Ends

NOVEMBER

- Thanksgiving ****Popular Gift-giving Time****
- Your Holiday advertising is in full swing
- Election Day
- Veteran's Day

DECEMBER

- Christmas Day ****Popular Gift-giving Time****
- Hanukkah ****Popular Gift-giving Time****
- New Year's Eve — Launch New Year's message late the second week in December.

Begin Again With A Blank Calendar

By Belina Storrey

The start of a new season of time, whether it is the start of a new year, a new month, or even a new week, gives people a chance to start afresh. There is something special about flipping the page of your calendar and seeing a blank calendar that enables people to make a new start.

Perhaps the past year or even just the past week was filled with failure to meet your goals. Let the blank calendar of the year or week ahead give you hope to begin again. Did your year begin filled with the promise of better things and then end not much better than it began? If so, it is time to start over with the hope of new and better things. Get out a piece of paper and your blank calendar and move into a new phase.

Look at the blank calendar in front of you. What do you see? Hopefully you see potential, possibility, and a fresh chance to have the life you hope for. Do not allow yourself to see your blank calendar as the first step toward failure or toward another not-so-happy time of your life. Any progress you will make in life must begin with thinking positively.

If you have trouble seeing your blank calendar with any kind of excitement, make yourself a list of ways in which you hope that this blank calendar represents good and healthy things to come. Allow yourself to dream about life as it could be but then follow your dreaming by making some realistic goals and ways to measure the success of the time ahead. Break your goals down into small steps that can be accomplished each day, week or month throughout the year. Reading thirty books during the year

might seem like a huge goal, but breaking it down to reading thirty pages a day might make the goal seem more manageable. You can use your blank calendar to record each day of success you have in meeting the goal of thirty pages.

You must begin to move beyond the failures of your past if you ever want to be able to look at the blank calendar for a new year or a new week with something other than dread. You can train yourself to think positively about your life and to live your days with hope and joy. You can know quickly how you feel about the future simply by taking out a blank calendar and seeing what kinds of emotions seeing its blank pages evokes in you.

Belina Storrey is an expert at helping people reprioritize and simplify their lives. Start using her blank calendar philosophy and check out

to find the perfect one.



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