

Marketing Planning Calendar for Cleaners

WINTER

January



1. Develop your best special offer of the year
2. New Year Client Postcard to go to clients
3. EDDM Campaign to key neighborhoods with the best offer of the year
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

February



1. Develop an "I love my clients" campaign
2. Send your clients a valentine
3. EDDM Campaign to key neighborhoods with valentine offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

March



1. Develop an "Lucky St Patty's Day" campaign
2. Send your clients a St Patty postcard
3. EDDM Campaign to key neighborhoods with St Patty offer
4. Email newsletter with the same offer

April



1. Develop an "Easter or Spring campaign
2. Send your clients an Easter or Spring educational newsletter
3. EDDM Campaign to key neighborhoods with spring offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

May

1. Develop "Mother's" or "Memorial" Day campaign
2. Send your clients a Mother's Day or Memorial postcard
3. EDDM Campaign to key neighborhoods with same offer
4. Email newsletter with the same offer

June



1. Develop a "Summer" campaign offer
2. Send your clients a summer educational newsletter
3. EDDM Campaign to key neighborhoods with summer offer
4. Email newsletter with the same offer

July

1. Develop "Independence" campaign offer
2. Send your clients an independence postcard
3. EDDM Campaign to key neighborhoods with independence offer
4. Email newsletter with the same offer

August



1. Develop "Back to school" offer (2nd best offer of the entire year)
2. Send your clients a back to school postcard
3. EDDM Campaign to key neighborhoods with back to school special offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

September



1. Develop "Fall Cleaning" campaign
2. Send your clients a fall educational newsletter
3. EDDM Campaign to key neighborhoods with your fall offer
4. Email newsletter with the same offer

FALL

October

1. Develop "Spooky Halloween" campaign
2. Send your clients a Halloween postcard
3. EDDM Campaign to key neighborhoods with your Halloween offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

November



1. Develop "Thankful" campaign and offer (the offer can be minimal)
2. Send your clients a Thanksgiving postcard
3. EDDM Campaign to key neighborhoods with your fall offer
4. Email newsletter with the same offer

December



1. Develop "Christmas" or "Holiday" campaign
2. Send your clients a Holiday postcard
3. EDDM Campaign to key neighborhoods with your holiday offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

Notes: This is a sample campaign to give you ideas. Send postcards or EDDM mailers at the beginning of the month and preferably on a Monday. Adwords and Facebook ads are used as needed. When you're busy, turn the ads off. When you're NOT busy, spend more. For templates, see www.Hitmanadvertising.com/coaching or call 850-474-1110

