

December 2023

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February 2024

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January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 New Year's Day	2 NEW YEAR & NEW STRATEGIES PLANNING & GOALS	3 AUDIT your previous year's marketing efforts and set SMART goals for the new year	4 DESIGN AND PRINT new business cards and updated promotional materials to reflect new branding and voice	5 PLAN your annual marketing materials - brochures, flyers, catalogs, what do you need?	 "We have used PrintingCenterUSA for the past 5 conventions for our annual magazine printing. The quality is amazing, they can expect our business next year." NC State Florists Association
7	8 Start the year by reaching out to your customers with PERSONALIZED messages and offers	9 Consumers are more likely to remember your brand with PHYSICAL marketing materials they can touch	10 Consider a DIRECT MAIL campaign to announce the year's upcoming products or services	11 DIRECT MAIL marketing yields, on average, a 13-to-1 return on investment	12 Wall and Desk CALENDARS with your branding offer exposure to your clients 365 days a year	
14	15 Martin Luther King Jr. Day	16 Businesses that set SMART goals are 376% more likely to report success . Set your KPIs today	17 Review your repeat customers and analyze your CUSTOMER RETENTION strategies	18 It costs FIVE TIMES more to attract a new customer than to keep an existing one	19 Start a NEW BLOG with a niche focus that aligns with your expertise and your audience's needs	20
21	22 Do a CONTENT AUDIT and review your marketing content on your blogs, email marketing, social media	23 Start a CONTENT CALENDAR and plan your marketing content that relates to your audience	24 Readers spend an average of 43 minutes per issue when reading a MAGAZINE	25 HUMANIZE your brand by posting photos of employee activities on social media	26  National Fun at Work Day	27
28	29 REFRESH your marketing plan and prepare your annual budget	30 CREATE marketing materials and strategies to support your Sales Team	31 	 Custom MAGAZINE PRINTING		

KEY: General Marketing = | Printing = | Content = | Relationship = | Stats & Facts =

100# Gloss Text
Template #1