

January 2024

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21	22	23	24	25	26	27
28	29	30	31			

February 2024

March 2024

S	M	T	W	T	F	S
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24	25	26	27	28	29	30
31						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Custom Conference & CONVENTION BOOKS, PROGRAMS 			LOVE YOUR CUSTOMERS BUILD RELATIONSHIPS	1 National Freedom Day	2 Groundhog Day	 “Our small catalog was printed and bound perfectly, and the additional service of mailing them out for us is worth the additional (minimal) cost. We’re very happy with the service and will continue to use this company.” Laurie
4	5 UPDATE your CRM and reconnect with past clients	6 MAIL custom greeting cards and postcards to re-engage past customers	7 PREPARE for trade show seasons - what brochures and print materials do you need?	8 Send out personalized Valentines or APPRECIATION cards to strengthen relationships	9 Use REDS & PINKS in your marketing to evoke feelings of warmth & love for campaigns	
11	12 CONTENT Marketing costs 62% less than traditional marketing & generates 3x the leads	13 Companies with strong CUSTOMER LOYALTY see revenues grow 2.5 times faster than their industry peers	14 Valentine’s Day	15 Customers who receive a PRINTED CATALOG from a company purchase 28% more on average	16 National Innovation Day	
18	19 Presidents’ Day	20 Companies with strong sales and marketing alignment achieve a 20% ANNUAL GROWTH RATE	21 Start a YouTube Channel and create videos to address FAQs from your customers	22 Release an eBook or WHITEPAPER that addresses a pain point in your industry	23 Plan your Early SPRING PRINT MARKETING Materials like Brochures and Booklets	
25	26 Use polls or quizzes to INTERACT with your customers on social media	27 Use the short month as an URGENCY action for your campaigns	28 Send out Postcards with a New Product Launch or Spring Savings Event	29 Send an end-of-month roundup VIDEO or email NEWSLETTER		

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

100# Gloss Text
Template #2