# APRIL
## 2024

### March 2024

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### May 2024

| S | M | T | W | T | F | S |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| **print** talk blog [QR code] | **1** Easter Monday April Fool's Day | **2** FINANCIAL REVIEW & PLANNING | **3** Review your **ROI** from **Q1** and adjust your strategies as needed | **4** Optimize your **TAX STRATEGY** with early planning for next year | **5** Prepare financial **REPORTS** and material for investor meetings | ★★★★★ "The product is GREAT! I am also the school yearbook adviser, and we go through one of the big name companies and pay A LOT for the printitng of those books. The books I get from Printing CenterUSA are just as good, if not even better quality than the **yearbooks**. And the customer service is top notch!" Eden D |
| **7** | **8** Create your **NEWSLETTER** to include relateable **tax tips** | **9** Using a mix of **PRINT + DIGITAL** communication = up to **25% increase** in response rate | **10** **INTENTIONALLY** create campaigns that flood your **print + digital** audiences | **11** Choose **HIGH QUALITY PAPER**, it leaves a strong impression | **12** Offer **CONTENT THAT HELPS** your audience navigate financial challenges |   |
| **14** | **15** More than 50% of taxpayers **expect a refund**. Offer special deals to entice spending | **16** Refresh your **BRAND'S VOICE**, assess and ensure it still resonates with your audience | **17** Craft an **INFOGRAPHIC** that can **boost traffic** and engagement | **18** Print marketing has a **HIGHER** perceived **VALUE** compared to digital | **19** Post on **SOCIAL MEDIA** any Eco-friendly products or initiatives | **20** |
| **21** | **22** Earth Day | **23** Start a monthly feature to highlight a **CUSTOMER SUCCESS STORY** | **24** Post on **SOCIAL MEDIA** any staff mentions for: Administrative Professionals Day | **25** Consistent brand presentation across all platforms can increase **REVENUE UP TO 23%** | **26** **ATTEND OR SPONSOR** a local event to strengthen community ties | **27** |
| **28** | **29** Adding printed catalogs to your marketing can **INCREASE** online sales | **30** **PREPARE PRINT** items such as flyers and posters for May | Printingcenterusa Fast, Easy & Affordable |   |   |   |

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