



2010 Seasonal Promotional Calendar

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Greetings:

Here's your handy 12-month promotional marketing calendar for 2010.

Keep it handy, as you'll need to refer to it throughout the coming year when planning and executing your promotional messages and campaigns.

This 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.

By no means is this list exhaustive. There are enough holidays throughout the year, that many not listed could be natural tie-ins with your product or services. So add to this based on your own industry-related activities.

Be Prepared!

You can never be too early in preparing your marketing campaigns. 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.

For example, in order for the typical small business owner to prepare for a Valentine's Day direct mail campaign, he or she would need to get most materials printed and ready to go by the third week in January and in the mail-stream by the last week in January, certainly no later than the first week in February.

Use A 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 another merchant? Find a creative answer, and you'll grow your business.

As always, have a remarkable and prosperous year!

Doc Yankee

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JANUARY

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. "Show Your Love With A _____."

Mardi Gras! - The Mojo Krewe's favorite holiday!-- Throw a couple strings of beads in with every order.

MARCH

St. Patrick's Day -- Use green packaging and bags for orders.

APRIL

Easter - another popular gift-giving time -- Package small items in inexpensive Easter baskets. Or put a couple of wrapped chocolate eggs into your order bags.

MAY

Mother's Day -- Launch your marketing messages approximately six weeks before. Push sentimental gifts.

Graduation in many places --Think about what you can market to schools, parents of graduates, graduates!

Memorial Day --An excellent opportunity to build goodwill in your community by doing something special for local veterans and their families.

JUNE

The traditional big month for weddings -- If you're in the wedding business, you should be working eight to 12 months in advance for best results.

Father's Day - traditional gift-giving event -- Launch your marketing messages approximately six to eight weeks before this date.

Graduation – again -- Launch your marketing messages approximately three weeks before events.

JULY

4th of July -- Red, white & blue **everything**.

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

Back to School continued.

SEPTEMBER

Labor Day -- How about a “10 percent off on your labor rates” sale?

Back to School -- Marketing messages can continue through the first week of September.

Grandparent's Day -- All sorts of great gifts for grandparents.

OCTOBER

Halloween – Unless you're a confectioner, offer healthy treats to your customers and clients with their purchases; or schedule a company open house for now and avoid the major holiday season rush?

Christmas --Your December holiday sales launch should be started early. Launch your first holiday messages around October 15 and start marketing heavily immediately after Halloween. Send a message to your current customer base, offering them an exclusive early-bird holiday special to expire in early November.

NOVEMBER

Your Christmas and holiday advertising should be running full-tilt.

Veteran's Day -- You might market your products and services two months prior to this date to local veterans' associations or in publications that serve seniors.

DECEMBER

Christmas, Kwanza, Hanukkah --Each a popular gift giving holiday.

MOST ANY OTHER TIME

www.brownielocks.com/month2.html

Many odd, interesting, fascinating and funny special days (and weeks) can be found at this website. Pick one or more that are relevant to your business or to your target prospect groups, and put together your own remarkable promotion.