

MONTHLY MARKETING CALENDAR

Month

2024

Initiative

Email
Social Media
Flash Sale
Event
In-Store Demo

Monthly Discounts

- 20% Line Drive Brand X
- 20% Line Drive Brand Y
- Weekend Flash Sale

Monthly Themes

- Theme 1
- Theme 2



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01 Monthly Promo Items Monthly Promo Items	02 Theme 1 - post #1	03 Monthly primary theme email	04 Promote event #1	05 Demo #1
06	07 Event Promo Theme 1 - post #2	08 Demo #2	09 Weekend Flash Sale promo Weekend Flash Sale promo	10	11 Theme 1 - post #3 Flash Sale	12
13	14 Reminder for event	15 Theme 1 - post #3	16 Reminder for event Demo #3	17 Reminder for event to registrants Event #1	18 Theme 2 - post #1	19
20	21 Theme 2 - post #2	22 Monthly secondary theme email	23 Healthy recipe	24	25 Giveaway details Demo #4	26
27	28 Community partner spotlight	29 Personalized staff post	30 Demo #5	31 Theme 2 - post #3 Giveaway Basket	01	02

MONTHLY MARKETING CALENDAR

October
2024

Initiative

Email Social Media
Flash Sale Event
In-Store Demo

Monthly Discounts

- 20% Line Drive Brand X
- 20% Line Drive Brand Y
- Mushroom Flash Sale

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	01	02	03	04	05
		<ul style="list-style-type: none"> Oct Promo Items Oct Promo Items 	<ul style="list-style-type: none"> Breast Cancer Awareness - Local Thermography 	<ul style="list-style-type: none"> Essential Immune Nutrients 	<ul style="list-style-type: none"> Promote chiropractor event 	<ul style="list-style-type: none"> Protein bars
06	07	08	09	10	11	12
	<ul style="list-style-type: none"> Vitamin D for Immunity 	<ul style="list-style-type: none"> Immune Gummies 	<ul style="list-style-type: none"> Weekend Flash Sale Weekend Flash Sale 		<ul style="list-style-type: none"> Mushrooms for immunity Any Medicinal Mushroom 20% OFF 	
13	14	15	16	17	18	19
	<ul style="list-style-type: none"> Reminder for event 	<ul style="list-style-type: none"> NAC for Immunity 	<ul style="list-style-type: none"> Reminder for event Pumpkin spice collagen 	<ul style="list-style-type: none"> Reminder for event Chiropractor 6pm-7:30pm 	<ul style="list-style-type: none"> Staff favorite 	
20	21	22	23	24	25	26
	<ul style="list-style-type: none"> Quercetin for immunity 	<ul style="list-style-type: none"> Fall must have items 	<ul style="list-style-type: none"> Fall recipe 		<ul style="list-style-type: none"> Giveaway Details New mushroom coffee 	
27	28	29	30	31	01	02
	<ul style="list-style-type: none"> Natural PMS support 	<ul style="list-style-type: none"> Zinc for immunity 	<ul style="list-style-type: none"> Giveaway Basket dark chocolate 	<ul style="list-style-type: none"> Staff wear Halloween costumes 		



with inspiration from
Taste For Life's editorial calendar