

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



with inspiration from  
Taste For Life's editorial calendar



# MONTHLY MARKETING CALENDAR

November  
2024

## Initiative

Email
Social Media
Flash Sale
Event
In-Store Demo

## Monthly Discounts

- 20% Line Drive Brand X
- 20% Line Drive Brand Y
- Black Friday Weekend Sale

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01	02
					Nov Promo Items	Protein powder
					Nov Promo Items	
03	04	05	06	07	08	09
	Winter weight & stress management	Supplements for glucose levels Low carb chips		Favorite adaptogens	Protein shake recipe	
10	11	12	13	14	15	16
	Toxins that lead to weight gain	Promote free body scans Aromatherapy for stress/mood	Promote free body scans aromatherapy	Free body scans	Toxin free skincare	organic coffee
17	18	19	20	21	22	23
	Winter mental health tips	Winter mental health tips		Enzymes for Thanksgiving	Healthy Thanksgiving recipes	protein bars
24	25	26	27	28	29	30
	Enjoy but not indulge at Thanksgiving	Black Friday sale Black Friday sale	Post closed Thanksgiving kombucha mocktail	Closed Thanksgiving	Black Friday whole store 20% off	



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# MONTHLY MARKETING CALENDAR

December  
2024

## Initiative

Email
Social Media
Flash Sale
Event
In-Store Demo

## Monthly Discounts

- 20% Line Drive Brand X
- 20% Line Drive Brand Y
- Holiday Shop Sale

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
<ul style="list-style-type: none"> <li>Dec Promo Items</li> <li>Dec Promo Items</li> </ul>		<ul style="list-style-type: none"> <li>Holiday Guide</li> </ul>			<ul style="list-style-type: none"> <li>Promote Holiday Shop</li> </ul>	<ul style="list-style-type: none"> <li>Winter essential oils</li> </ul>
08	09	10	11	12	13	14
	<ul style="list-style-type: none"> <li>Mood Boosting Nutrients</li> </ul>	<ul style="list-style-type: none"> <li>mood gummies</li> </ul>	<ul style="list-style-type: none"> <li>Winter exercise routines</li> </ul>	<ul style="list-style-type: none"> <li>Holiday shop reminder</li> </ul>	<ul style="list-style-type: none"> <li>Holiday gifts extra 10% off</li> <li>Holiday Shop</li> </ul>	
15	16	17	18	19	20	21
	<ul style="list-style-type: none"> <li>Holiday Immune Boost</li> </ul>	<ul style="list-style-type: none"> <li>Vitamin C</li> </ul>	<ul style="list-style-type: none"> <li>BOGO 50% vitamin C</li> <li>vitamin c gummies</li> </ul>	<ul style="list-style-type: none"> <li>Staff favorite holiday tradition</li> </ul>	<ul style="list-style-type: none"> <li>Toy Drive collection</li> </ul>	<ul style="list-style-type: none"> <li>immunity tea</li> </ul>
22	23	24	25	26	27	28
	<ul style="list-style-type: none"> <li>hot cocoa</li> <li>Adjusted holiday hours</li> </ul>	<ul style="list-style-type: none"> <li>Happy holidays from staff</li> <li>Closed Christmas Eve</li> </ul>	<ul style="list-style-type: none"> <li>Closed Christmas</li> </ul>	<ul style="list-style-type: none"> <li>Deal with holiday bloating</li> </ul>	<ul style="list-style-type: none"> <li>Prepping for New Years Resolutions</li> </ul>	
29	30	31	01	02	03	04
	<ul style="list-style-type: none"> <li>Natural hangover relief</li> <li>New Year, New You Sale!</li> </ul>	<ul style="list-style-type: none"> <li>adjusted holiday hours</li> </ul>	<ul style="list-style-type: none"> <li>Jan sale!</li> </ul>			



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