

30,000 feet:



Consider within each season a few things. Do you stock temperature related products/services? Do your operating hours change with the seasons? Are there community events that you align your business with each season? When does your anniversary fall? When are your trade/association awards?

Spring	Summer	Fall	Winter

Upon review of your calendar of events, is one season heavier than others? Can your events be spread to different times of the year to keep the fresh content throughout the year?

# 20,000 feet

Review column one to give you ideas of promotions to fill months that are not heavy with activities. Fill information with the dates and as much information available regarding each event.

Jan	Special events around superbowl special post-holiday sales, Chinese New Year, CES,							
Feb	Valentine's day, Black History month, American Heart Health, Mardi Gras, MLB spring training							
Mar	Easter/Passover, St Patty's day, March Madness, sale on winter gear, spring promotions							
Apr	Tax day, earth day, Child Abuse Awareness Month							
May	Mother's day, Memorial Day, Kentucky Derby, Mental Health month, Nat'l Nurses day, Nat'l Teachers day, Nat'l Police week, Cinco de Mayo							
June	Father's day, Graduation, Schools out for Summer,							
July	4th of July,							
Aug	Change in hours for back to school, Nat'l night out, sales for all summer gear							
Sept	Back to school special, labor day, NFL opens							
Oct	Halloween, Flu season begins, World Series, Breast Cancer Awareness month							
Nov	Thanksgiving day sale, change in hours, Black Friday blow outs, Veteran's day,							
Dec	Holiday events, sales, change in hours							

Once the events are calendared, begin to plan the promotion of each event 6 to 8 weeks prior.



Monthly: Each month different activities occur on different days. Use this calendar to schedule those recurring events during the month

Monthly dues due date:

Selection and posting of employee of the month:

Next month's schedule posting:

Drawings/customer contests:

Early bird discounting:



Weekly: Different activities occur on different weeks. Be sure your customers know of those events, such as different operating hours, ladies night, in clinic or in surgery days, etc.

<b>Monday</b>						
<b>Tuesday</b>						
<b>Wednesday</b>						
<b>Thursday</b>						
<b>Friday</b>						
<b>Saturday</b>						
<b>Sunday</b>						



Promoting your products and services during alternative times of the day than your customer is in your location can prompt their return to explore those products and services. Consider advertising evening hours to your early morning customers, happy hour specials during your lunch crowd, complimentary classes, a stretch yoga course to the weightlifting crowd, etc.

Early Morning					
Mid day					
Afternoon					
Evening					
Late night					