

# 2010 Online Marketing Plan *Pin up and keep*

*Remember shipping times!  
Your customers might need something by a certain date*



## January *Plan ahead*

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
01. Happy new year  
18. Martin Luther King day

**Expected Results?**  
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## February

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
02. Groundhog day  
14. Valentine's day

**Expected Results?**  
.....

*Tell past customers you are not dead!*

## March

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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- 

**Talking points:**  
09. Organize Home Office Day  
21. First day of spring

**Expected Results?**  
.....

*Share your customers good news with everyone!*

## April

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
01. April fool's day  
15. Tax day (USA)

**Expected Results?**  
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## May

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
09. Lost Sock Memorial Day  
09. Mother's day (USA)

**Expected Results?**  
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## June

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
17. Eat Your Vegetables Day  
20. Father's Day

**Expected Results?**  
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*NOTE!  
Is it relevant to your reader?*

## July

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
04. Independence Day (USA)  
28. Talk In Elevators Day

**Expected Results?**  
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## August

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
13. International Left-handers Day  
30. Toasted Marshmallow Day

**Expected Results?**  
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## September

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
06. Labor Day (USA & Canada)  
19. Talk Like a Pirate Day, ARGH!

**Expected Results?**  
.....

## October

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
11. Columbus Day (USA)  
31. Halloween

**Expected Results?**  
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*Start christmas campaigns now!*

## November

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
07. Daylight Saving Time Ends  
25. Thanksgiving (USA)

**Expected Results?**  
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## December

- Email customers
- Target an offer to a segment of your list
- Write a blog post
- Share the post on a social network
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**Talking points:**  
25. Christmas YAY!

**Expected Results?**  
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*NOTE!  
Keep it personal*