



January 2018 15 Minute Marketing Calendar

By: Cori DiDonato, Owner [Silver Tiger Consulting](http://www.silvertigerconsulting.com/)
<http://www.silvertigerconsulting.com/>
info@silvertigerconsulting.com

Every year between November and the end of December, a flurry of Black Friday, Cyber Monday, Small Business Saturday, and “Start the New Year Right” emails hit our client’s inboxes. As a business owner, it is easy to get caught up in this promotion based marketing frenzy. What is harder to do is to have a solid marketing strategy going into the first month of the following year.

While almost all businesses can benefit from some type of year end promotion, whether it is a special bundled package to make it easier to give your services and goods as gifts or a complimentary year end planning meeting for new and existing clients, it is harder to leverage this into meaningful client retention and conversion come January.

If you are looking for a simple way to leverage what you’ve done this past year, I’ve put together a daily marketing calendar for the month of January. None of the items require you to create a promotion or “sale” for your business. Each item on the calendar can be done in 15 minutes or less on the day it is listed, and with the exception of the cost of a postage stamp for a few of the items, everything can be done without spending any additional money. The calendar is a mix of marketing and sales techniques. If you start your work day off with just 15 minutes (or less) with the activity listed that day, you’ll find yourself better able to capitalize on any other marketing efforts you may have ongoing as well as any momentum you may have generated this past year.

The calendar assumes you have a personal Facebook page, a company Facebook page, a personal and company LinkedIn page, and Google Business Page. If you don’t have one or more of these, you might want to spend the time in December to put one together, or call a firm like [mine](#) to assist you in getting one put up. If you are in a business that deals with compliance reviews of marketing material, now would be a good time to write a draft copy of any of the items on the calendar that need to go through compliance.

The calendar also assumes you have at least 1 event already planned for the next year and you have written at least one helpful piece of content for your clients in the past year. If you don’t have these two items, you can start planning those (and writing one) this month. These should not be “salesy” but rather valuable and meaningful events and/or content for your existing or new clients.

The emails that are recommended in the calendar are meant to be one to one emails from you directly to the recipient. For the calendar items, these should not be emails sent out by an email service or emails blasted out to all recipients at the same time. The idea is to generate meaningful contact with a few past prospects that may have fallen off the radar, current clients, and past clients that need to be re-engaged. While you can certainly leverage the ideas on a grander scale with email blasts out to your database and including boosting the mentioned posts (paying \$ to sponsor additional engagement), I strongly suggest also doing the item exactly as intended on the calendar.

In January, your clients will be coming off of a solid month of being bombarded by deals, specials, and promotions. What cuts through the clutter in the month of January is solid, value added content and meaningful interactions with clients and prospects, not more ad copy about an upcoming “deal”.

I’ve provided the calendar as a .jpeg below and you can also find a link to the calendar in .pdf format on my web site [here](#).



January 2018 Marketing Calendar

Produced By: Cori DiDonato, Owner Silver Tiger Consulting
info@silvertigerconsulting.com

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
	1	2	3	4	5	6
	Happy New Year Post on Company Facebook Page	Send out handwritten Thank You Card to someone who referred you a new client in 2017	Create a LinkedIn Company Page post to link to a piece of content you created or a job posting you have.	Create a Google post to link to a piece of content you created or a service you want to highlight	Send out a handwritten Thank You Card to a client who wrote you an online review in 2017	
7	8	9	10	11	12	13
	Post a free community event on Facebook that is happening in your town/city	Share a client's public post after obtaining permission w/ a note why it is relevant to your sphere	Create a Facebook Business Page post highlighting an upcoming event at your business.	Create a LinkedIn Company Page Post Highlighting the same upcoming event as yesterday.	Create a Google Post highlighting the same upcoming event as Wednesday	
14	15	16	17	18	19	20
	Email 5-10 of your recent clients with a link to leave you a Google review	Email a different 5-10 recent clients with a link to leave you a Facebook Review	Send 5-10 emails to a past clients to attempt to re-engage	Send an email to 5-10 past prospects to attempt to reengage	Share a client's event on your personal or company Facebook site	
21	22	23	24	25	26	27
	Email 5-10 current clients checking in with them to see how things are going with their business and recent successes-different than those emailed on 1/15	Call at least 1 different past client than on 1/18 to attempt to re-engage	Create a LinkedIn Post highlighting a recent client's success or accomplishment (ask for this on 1/22)	Create a Google Post Linking to a piece of past content you created and why it is still relevant now	Create a Company Facebook post highlighting this same 1/25 piece of content	
28	29	30	31			
	Create a Facebook post highlighting your recent reviews with a link to the reviews	Email 5-10 Current clients asking them to endorse you on LinkedIn- different than 1/16 and 1/15	Identify and refer someone to one of your clients or to someone in your sphere			

If you found this information helpful, you can find additional articles for small business owners [here: http://www.silvertigerconsulting.com/library.php](http://www.silvertigerconsulting.com/library.php)

Cori DiDonato is the Founder and Owner of [Silver Tiger Consulting](#) in Wakefield, MA