



January 2018 Marketing Calendar

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