



JULY 2017 MARKETING CALENDAR

| SUN | MON | TUE | WED | THUR | FRI | SAT |
|---|---|-----|--|---|---|--|
| DEADLINE Canada Day is in 6 days! Are your customers stocked up? | Social Media Check List 1. Define your story or offer for Summer 2. Identify and collect your images, content & potential influencers 3. Plan, tweak, schedule and repeat your Summer campaign to drive the message home! | | | <i>Struggling to create images that stand out?</i> SET UP your social content with our ready-to-use templates for FB and IG. | <i>Dreaming of a rosé Independence Day next week?</i> Make sure to promote the rosés amongst your portfolio. | Remind customers about your shipping options with July 4 th around the corner! |
| If you offer in store pick up, let your online customers know! | DEADLINE Check your local courier hours for holiday closing times | | | Beat the heat! Check out UPS Summer Solutions for shipping your wine in the US. | <i>Think you need some extra content for social media?</i> Show off your tasting room. Challenge yourself to post 1 picture a day. | Once you've SET UP, it's time to ANALYZE your message... and TEST! Try posting your message at 3 different times today and check which had the best engagement in 7 days. TWEAK and TRIAL till you find the best time that works for your brand. |
| | | | <i>Have you thought about making a Summer wine set on your website?</i> Crisp white wines and floral rosés are great for quenching your thirst in Summer. | | You know what goes well with a bottle of rosé? A recipe for a rosé slushie! Share it now. | TWEAK and TRIAL till you find the best time that works for your brand. |
| Put your product in this picture! Use one of the 6 ready-to-use Facebook or Instagram templates available in your Summer social resource kit. | Make it a summer of #Winetime Don't forget to post product photos to keep your label top of mind when people visit their local liquor stores. | | | Can you view your abandoned cart orders? Send a friendly email reminder and see what happens. You may be surprised! | T.G.I.F. Give yourself a hi-five 'cause it's the wkend! | ENGAGE Take advantage of the wkend & comment on your customer's feeds. |
| IT'S GRILLING TIME! | | | Track your level of engagement! Check how many people interact with your brand using FB and IG dashboards. | | | OUTSHINERY.COM |




AUGUST 2017 MARKETING CALENDAR

| SUN | MON | TUE | WED | THUR | FRI | SAT |
|--|-----|--|--|---|--|---|
| <p>Want to see how many people clicked that link to your website?</p> <p>Try bit.ly - a free service that tracks where and when people click your link. You may learn a few unexpected lessons!</p> | | 01 | <p>Mix up your menu.</p> <p>Remember to put your Summer wines at the very top on your website, in store, on product lists and on social!</p> | 03 | <p>HAPPY NATIONAL CHAMPAGNE DAY!</p> | <p>When was the last time you posted a photo of your gorgeous bottle?</p> <p>That's right, get on it!</p> |
| 06 | 07 | | <p>ANALYZE</p> <p>Look at your top 5 customers buying patterns and target them in your next post.</p> | <p>Stay tuned to your customer's content.</p> <p>If they are posting photos of your products remember to #regram and share!</p> | <p>Dreaming of a rosé Independence Day?</p> <p>Give your customers something to swoon over with your product images.</p> | 12 |
| 13 | | <p>Keep track of the conversation by displaying your branded hashtags in your tasting room!</p> <p>Watch the posts roll in. #winenot</p> | 16 | <p>HAPPY NATIONAL PINOT NOIR DAY TOMORROW!</p> | | |
| <p>CELEBRATE</p> <p>List your top 5 successes in the last month. Write them down and repeat!</p> | | | 24 | | | |
| <p>TELL YOUR STORY</p> <p>Show your customers what you drink on Sundays!</p> | | <p>Put your product in this picture!</p> <p>Don't stop your wine from shinning while you wait for a photographer.</p> <p>Send your label file to the team at Outshinery and they can do it online.</p> | <p>HAPPY NATIONAL CABERNET DAY!</p> | 31 | | |
| <p>What's next?</p> <div><p>Organize your product photos for Fall.</p><p>Test influencer marketing with your loyal customers.</p><p>Set up Facebook pixel for highly targeted marketing.</p></div> | | | | | | <p>OUTSHINERY.COM</p> |



JULY 2017 MARKETING CALENDAR


Now it's your turn! Fill out the calendar with your social content.

| SUN | MON | TUE | WED | THUR | FRI | SAT |
|--|--------------------------------------|-----------------------|-----|------|-----|---|
| Write down 3 goals you want to achieve this month. <i>Eg respond within the hour to social enquiries or post a product photo at least four times a week.</i> 1. 2. 3. | | | | | | HAPPY CANADA DAY! 01 |
| 02 | 03 | HAPPY JULY 4TH! 04 | 05 | 06 | 07 | 10 |
| 09 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | HAPPY NATIONAL TEQUILA DAY! 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 01 | 02 | 03 | 04 |  OUTSHINERY.COM |



AUGUST 2017 MARKETING CALENDAR

Don't stop there! Keep it going by filling out the calendar with your social content.

| SUN | MON | TUE | WED | THUR | FRI | SAT |
|---|-----|-----|------------------------------------|------|--------------------------------------|---|
| Stand up! Have you succeeded with your goals over the last month or do you need to redefine? 1. 2. 3. | | 01 | 02 | 03 | HAPPY NATIONAL CHAMPAGNE DAY! 04 | 05 |
| 06 | 07 | 08 | 09 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | HAPPY NATIONAL PINOT NOIR DAY! 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | HAPPY NATIONAL CABERNET DAY! 30 | 31 | 01 | 02 |
| REFLECT Look back on your successes and/or frustrations. Make notes on how to make your next campaign even stronger. 1. 2. 3. | | | | | |  OUTSHINERY.COM |