



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.
	DEADLINE Check your local courier hours for holiday closing times		<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.	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.
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.	DEADLINE Check your local courier hours for holiday closing times	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.	DEADLINE Check your local courier hours for holiday closing times	DEADLINE Check your local courier hours for holiday closing times	T.G.I.F. Give yourself a hi-five 'cause it's the wkend!	DEADLINE Check your local courier hours for holiday closing times
IT'S GRILLING TIME! 	DEADLINE Check your local courier hours for holiday closing times	DEADLINE Check your local courier hours for holiday closing times		<i>Can you view your abandoned cart orders?</i> Send a friendly email reminder and see what happens. You may be surprised!	DEADLINE Check your local courier hours for holiday closing times	ENGAGE Take advantage of the wkend & comment on your customer's feeds.
DEADLINE Check your local courier hours for holiday closing times	DEADLINE Check your local courier hours for holiday closing times	DEADLINE Check your local courier hours for holiday closing times	Track your level of engagement! Check how many people interact with your brand using FB and IG dashboards.		DEADLINE Check your local courier hours for holiday closing times	 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>	11	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>	22		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 shining 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			

What's next?

Organize your product photos for Fall.

Test influencer marketing with your loyal customers.

Set up Facebook pixel for highly targeted marketing.



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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! <i>Have you succeeded with your goals over the last month or do you need to redefine?</i> 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 <i>Look back on your successes and/or frustrations. Make notes on how to make your next campaign even stronger.</i> 1. 2. 3.						 OUTSHINERY.COM