

# SEPTEMBER 2018

## VALENS POINT

SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

**3**

Labor Day

**6**

Read a  
Book Day

**11**

9/11  
Remembrance  
Day

**14**

National Live  
Creative Day

**16**

Working  
Parents  
Day

**21**

Last Day of  
Summer

**22**

Business  
Women's  
Day

**29**

Coffee Day

## Monthly Themes

Hispanic Heritage Month

National Courtesy Month

Self Improvement Month

Better Breakfast Month

Classical Music Month

Honey Month

# SOCIAL MEDIA IDEAS

Review days in the month and choose about 5 or 6 to use as prompts for marketing activities. Here are some examples:

National Tailgate Day	1
	2
Labor Day	3
National Wildlife Day	4
Cheese Pizza Day	5
Read a Book Day	6
	7
National Ampersand Day	8
Teddy Bear Day	9
National Swap Ideas Day	10
9/11 Remembrance Day	11
National Day of Encouragement	12
Fortune Cookie Day	13
National Live Creative Day	14
National Online Learning Day	15
Working Parents Day	16
Wife Appreciation Day	17
National Cheeseburger Day	18
International Talk Like A Pirate Day	19
National Pepperoni Pizza Day	20
Last Day of Summer	21
Business Women's Day	22
Checkers Day	23
	24
National Comic Book Day	25
	26
National Women's Health & Fitness Day	27
	28
Coffee Day	29
	30

**Read a Book Day** – Post about your favorite book or the last one you read, then ask your audience to post theirs. Ask them for recommendations, and be sure to repost some!

**9/11 Remembrance Day** – This is an important day of remembrance for so many people. In honor of those who saved so many lives that day (and those who lost their lives trying), identify ways your followers can serve others. Find service opportunities and share them across your social profiles.

**Last Day of Summer** – Celebrate the end of the season with videos of your staff's favorite summer moments, in and out of the office! (see content idea for more)

**Business Women's Day** – Post profiles and shoutouts to business women in your community. Ask your followers to do the same, and be sure to interact with some of them.

**Coffee Day** – Promote your favorite coffee shop. Bonus points if you get your local coffee shop to co-sponsor a promotion (i.e. "coffee on us this morning").

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## CONTENT IDEAS

- Video – As summer draws to a close, record your staff's favorite memories from the summer. It's a way to introduce your staff to your audience and a way to bring a personal connection to your business. Use on social media and your website
- Buyers Guide – Create an ebook or document that outlines what a buyer of your product or service should know when purchasing. Use your FAQ and SAQ lists and include a section on how to evaluate businesses in your industry.
- Referrals – Work on your referral marketing by creating these three assets: (1) Referral request letter, (2) Blog post about why referrals are important to you, and (3) Referral landing page on your website.

## PROJECT IDEAS

- Optimize Your Offers – Your business has one offer that probably generates more revenue or profit than the others. Think 80/20. Analyze your highest producing offer and determine if its success is due to value, promotion, accepted, or price. Apply your findings to your other offers and monitor the results.
- Time For a Refresh? – Think about your own brand as a marketing asset. Yes, you should have other, more direct things to market, but your image is just as vital. Take some time to research your competitors: which ones have brands that you admire? which colors are working better than yours? are there ways that you could take better advantage of the brand assets you currently have?
- Your website is one of your greatest marketing assets– when was the last time you gave it a refresh? If you take the opportunity to reassess your brand, then this is the perfect next step. Use that research you did on your competitors' websites and decide what you'd like yours to have! Web design trends are ever-changing– so there's always work to do to keep your site fresh and exciting.

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