



VALENS POINT

2018 SEPTEMBER

| 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").

2018
SEPTEMBER

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.
- **Feedback** – Plan and record three customers talking about the difference your business makes in their lives. This could be in an interview format, or videotaped– just don't worry about top-notch production. Remember, the goal is to capture raw and honest stories from your customers. Use on social media and your website.

PROJECT IDEAS

- **Conduct a partner event** – Select a business you would like to partner with and plan and conduct an event with them. This is a great way to boost customer engagement and get your audience excited about what you both have to offer. The event could be a office open house, after hours networking event, lunch and learn, or other activity that brings people together and adds value. Think about making this a quarterly event.
- **Maximize your reach**– We talked about refreshing your brand last month, so now it's time to dive in and get cleaning! Spend time sorting through all of your marketing assets, taking extra care to replace the old brand elements with updated ones. If a company's personality is rooted in its brand, you want to make sure that you're presenting a clear and consistent image.
- **Plan your fall promotions** – Back to school, football, fall weather are all promotion worthy ideas. Pick one aligned to your brand and plan the campaign and execution. Don't forget to set measurable, actionable goals first!

2018
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