

NOVEMBER 2018



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	MON	TUE	WED	THU	FRI	SAT
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	31

4
Daylight Savings
Time Ends

6
Election Day

7
National Stress
Awareness Day

8
National STEM/
STEAM Day

11
Veterans' Day

15
America
Recycles
Day

22
Thanksgiving

24
Small
Business
Saturday

Monthly Themes

Diabetes Awareness Month

National Novel Writing Month

Peanut Butter Lovers Month

World Vegan Month

National Caregivers
Appreciation Month

National Veteran & Military
Caregivers 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:

Men Make Dinner Day	1
National Jersey Friday	2
	3
Daylight Savings Time Ends	4
National Donut Day	5
Election Day	6
National Stress Awareness Day	7
National STEM/STEAM Day	8
	9
USMC Day	10
Veteran's Day	11
Chicken Soup for the Soul Day	12
World Kindness Day	13
	14
America Recycles Day	15
National Fast Food Day	16
National Adoption Day	17
	18
National Play Monopoly Day	19
Peanut Butter Fudge Day	20
National Stuffing Day	21
Thanksgiving	22
Black Friday	23
Small Business Saturday	24
National Parfait Day	25
Cyber Monday	26
	27
National French Toast Day	28
Electronic Greetings Day	29
	30

Daylight Savings Time Ends – Remind your followers! They'll be thankful for sure.

National Stress Awareness Day – This day serves as an increasingly important reminder for us all. Post your favorite stress-relieving practices, and ask your followers what they like to do to alleviate some of their own stress.

National STEM/STEAM Day– These fields are all around us and shape the world as we know it. Take today to recognize the people in your life who work in STEM/STEAM and ask them about what they do– you'll be surprised at how much you'll learn!

Thanksgiving – Eat, drink, and be thankful.

Small Business Saturday – Today is an excellent chance for us all to support the small businesses that we know and love. Highlight your favorites in a newsletter or blog post, and let them know how important they are to your community!

**2018
NOVEMBER**

CONTENT IDEAS

- Create a calculator that determines the cost savings or other tangible benefit of your business. This could be an interactive area of your website or a download worksheet.
- Interview your customer support or service staff and write an article about how to improve interaction when things go wrong and people need support. Create a checklist for your customers and reference it in your next newsletter.
- Update your proposal templates. Review the proposals you sent this year and update your standard templates with new project references, standard language, and terms and conditions.

PROJECT IDEAS

- Do an online presence audit– Analyze your website, your business directory listings, your reviews and online reputation, search engine rankings, and website statistics. Look for issue areas and make a plan to improve areas that are underperforming.
- Update your email templates for newsletters and workflows– Incorporate any need identity and branding elements to keep things up to date and fresh. Ensure you have congruency (the brand your customers see via email looks like the brand your customers see online and in person.)
- Put your legal team to work– Update you privacy and use policy on your website. Have them review and update your proposal terms and conditions too.

2018
NOVEMBER