

2019

MARCH

VALENS POINT

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|------------------------------|-------------------------------|---------|--------------------------------|-----------------------------|--|----------------------------------|
| 24 | 25 | 26 | 27 | 28 | 01 Employee Appreciation Day | 02 |
| 03 National Cold Cuts Day | 04 | 05 | 06 National Frozen Food Day | 07 National Be Heard Day | 08 International Women's Day | 09 |
| 10 Middle Name Pride Day | 11 Daylight Savings Begins | 12 | 13 National K9 Veterans Day | 14 Pi Day | 15 | 16 Freedom of Information Day |
| 17 Saint Patrick's Day | 18 | 19 | 20 International Earth Day | 21 | 22 National Puppy Day | 23 |
| 24 31 | 25 Waffle Day | 26 | 27 National "Ice" Day | 28 | 29 National Mom & Pop Business Owners Day | 30 Take Walk in the Park Day |

Social Media Ideas

- 01**

Plan posts celebrating your employees throughout the day! Give a little insight of why you appreciate them and what they mean to your business and customers.
- 08**

Use today to showcase the women in your team! Applaud gains and equality, and make sure to support causes that do the same.
- 20**

Create a themed event for your team to celebrate this beautiful planet we live on. Identify a piece of nature that needs cleaning and clean it! Share pics of you and your team doing the same.
- 22**

Get your followers to show off their favorite puppy memories, then create awards for them! Who doesn't love man's best friend?
- 29**

Celebrate small businesses in your community and think of ways to help them promote themselves. Ask your staff and followers to give shout-outs to the businesses they patronize.

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PROJECT IDEAS

- Plan a spring-cleaning event! Set aside one day to have your staff do a deep spring-cleaning of their desk and office space (bonus: turn off the phones to maximize productivity and give everyone a fun and productive break). Donate unused items to local charities and causes. Celebrate with a team lunch or after-hours event.
- Do a customer experience audit. Map your customers' experience from the point of awareness to the point of becoming a referral. Find a white board in your office and involve your staff in identifying significant points of interaction or milestones along the timeline. Label each step as either good, needs work, or missing. Make a plan to remove friction and build loyal fans within your customer base.
- March 31st is National Backup Day. Take initiative and test your backup, recovery, and business continuity plans this month. Ensure that staff computers, and your servers and backup sites are up to date and ready for any problems that may come your way. An ounce of prevention is worth a pound of cure isn't just a cliché saying for nothing – it's true!

CONTENT IDEAS

- Update your team bios on your website. Rewrite or update biographical information, education, certifications or new areas of responsibilities. Have a photographer set up a headshot studio in your office and get your teams photos updated. (Bonus: invite customers and contacts to visit your office to have their headshot photos done too).
- Create a calculator or other tool that will allow your prospects and customers to measure the impact of their investment with your business. This can be a simple calculator of only few inputs and operations, or something more in-depth. The goal here is to make sure it helps the prospect/customer make a better decision.
- Review your product/solution descriptions and update them as necessary. Ensure all descriptions are consistent in your literature and on your website, including any catalogs your customers utilize.

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Monthly Themes

National Nutrition Month | National Women's History Month | National Ethics Month