

2019 MAY

VALENS POINT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	01 May Day	02 National Day of Reason	03 National Space Day	04 National Star Wars Day
05 Cinco de Mayo	06 National Nurses Day	07 National Packaging Design Day	08	09	10 National Clean Your Room Day	11
12 Mother's Day	13 National Apple Pie Day	14	15	16	17 National Bike to Work Day	18 National Armed Forces Day
19	20	21	22 National Maritime Day	23	24	25 National Wine Day
26	27 Memorial Day	28	29	30 National Creativity Day	31	01

Social Media Ideas

04

Encourage your team to dress up as characters and post pictures. Have your team vote on the best costume or Star Wars themed desk.

07

Think about how you are 'packaging' your business and assess what changes you could make to do better. Post before and after pictures.

10

Spend some time cleaning up around your office and also digitally. Think about what digital assets look like. Are any getting a little stale? Plan to spruce things up!

12

Have your team make Apple Pies and post pictures.

30

Unleash your imagination for National Creativity Day! Show you stuff by posting online.

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Project Ideas

- ➔ In honor of May 10th (Clean your room day) take one day this month to clean out all of your old marketing and business plan files. If you haven't looked at that plan in years—now's the time to get rid of it. (Read between the lines: update your plans too.)
- ➔ Plan your summer events (company picnics, customer appreciation days, etc.) Create a calendar, budget, and theme for any significant upcoming events. Ensure you communicate these to your team and ask for their help in the planning and execution.
- ➔ Review and update your branded paper based marketing assets. This could include updating business cards, stationery, invoices and other often neglected assets. Ensure consistent brand elements (color, logo, etc.) and messaging.

Content Ideas

- ➔ FAQ: Create a list of the 10 questions that your customers should ask, but don't. Make this part of your website along with your Frequently Asked Questions (FAQ).
- ➔ Business Builder: Create content that explains the essentials that built your business. That might include regulations, certifications and special training, or a unique skill required to deliver your service.
- ➔ Create stories about your staff or customers that have ties to Armed Forces or Police Officers, which both have memorial days this month. These ties can strengthen the culture of your business.

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