

2019

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02 Labor Day VJ Day	03	04 National Wildlife Dayx	05 International Day of Charity	06	07 National Beer Lover's Day
08 National Grandparents Day	09	10 World Suicide Prevention Day	11 9/11 Remembrance Day	12 National Day of Encouragement	13	14 National Live Creative Day
15 National Online Learning Day	16 Working Parents Day	17 Wife Appreciation Day	18 National Cheeseburger Day	19	20 National POW/MIA Recognition Day	21 Last Day of Summer
22 Business Women's Day	23	24	25 National Comic Book Day	26	27 National Women's Health and Fitness Day	28
29 National Coffee Day	30	01	02	03	04	05

Social Media Ideas

06
Post about a book that has made a difference in your life recently, and ask your followers to respond with their own recommendations.

11
Identify some ways that your audience can serve others. Choose one to do as an office, and share your experience with your followers.

21
This last day of summer, consider posting videos of your staff describing their favorite summer memories. (See this month's Content Idea for more info!)

22
Celebrate business women today by posting profiles and shout outs of some in your community. Ask your audience to respond with their own, and make sure to repost some of their responses!

29
Share your own favorite coffee shop. Bonus points if you can arrange to co-sponsor a promotion with them (i.e. a "coffee on us this morning" special).

PROJECT IDEAS

- Plan your fall promotions– Back to school, football, fall weather are all promotion worthy ideas. Pick one that is aligned with your brand, then plan everything from the campaign to the execution. Don't forget to set goals first!
- Customer Experience : Trust Building– Identify the ways you can build trust with your audience and prospects. Stumped on ideas? Ask your customers how they grow to trust a business like yours. Once you get some feedback, you can begin to determine how you will implement trust-building steps in your customer journey.
- Conduct a Partner Event – Select a business you would like to partner with and plan to conduct an event with them. This could be a office open house, an after hours networking event, a lunch and learn, or any other activity that brings people together and adds value. Think about making this a quarterly event.

CONTENT IDEAS

- Video– Plan and record three customers talking about the difference your business makes in their lives. Don't worry about top-notch production – just capture raw and honest stories from your customers. Use these on social media and on your website, as an engaging form of testimony
- 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.
- Video– As summer draws to a close, record your staffs' 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 these on social media and on your website.