

2020

JANUARY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

29	30	31	01 New Year's Day	02 National Personal Trainer Awareness Day	03	04 National Trivia Day
05 National Whipped Cream Day	06 National Technology Day	07 National Tempura Day	08 National Winter Skin Relief Day	09 National Take the Stairs Day	10 National Cut Your Energy Costs Day	11 National Vision Board Day
12	13 Korean American Day	14 Ratification Day	15 National Bagel Day	16 Get to Know Your Customers Day	17	18 National Winnie the Pooh Day
19 National Popcorn Day	20 Martin Luther King Jr. Day	21 Squirrel Appreciation Day	22	23	24 National Compliment Day	25 National Opposite Day
26 National Spouses Day	27 National Chocolate Cake Day	28 National Data Privacy Day	29 National Puzzle Day	30 National Croissant Day	01	02

01
New Year's Day
The new year has finally begun, and now is an excellent time to do that thing you've been avoiding. Ride the momentum of the start of a new decade and get to work!

06
National Technology Day
Technology has changed so much in the last decade! Take today to reflect on all the things that didn't exist in 2010, and post a throwback tech pic.

09
National Take the Stairs Day
Being active is one of the most important keys to good health. Encourage your followers and staff to take the stairs today, and post pictures!

16
Get to Know Your Customers Day
In the spirit of the new year, take today to welcome and engage with your newest customers. How can you make a personal connection?

28
Data Privacy Day
Now here's a hot topic: data privacy. Get your followers to tell you their opinions on the issue, and facilitate a (healthy) debate.

PROJECT IDEAS

- Review your marketing kit and make upgrades, this includes both digital and print versions. Are your service descriptions up to date? Are your customer stories and references stale? Start the year fresh with an updated marketing kit.
- Review your customer list from an 80/20 perspective. Who are the customers that are having the greatest positive impact on your business in terms of profit, time spent, and happiness? Which customers are pulling you down with little positive impact? Plan to fire your bottom 10 – 20% in the first quarter - it will make your business better.
- Make a commitment plan. You may have a business strategy, but are you actively executing it? Think about how your team views your goals, and plan how you will demonstrate your commitment to reach them. This could include investing in new technology, training or certifications, or hiring a new staff member—think about what your staff will notice and appreciate.

CONTENT IDEAS

- Less is more – take some time to sort through the content you have. Are there areas of your website that have gone stale? Do you really need them all? Make a list of the content you think you should remove from your website and get started cleaning.
- Draft an article that describes your plans for 2019. Writing things down and sharing them with others increases our commitment to getting them done. Think about the things you plan to do to positively impact your customers – and let them know.
- Write a predictions article that describes how your industry or community will be impacted in 2018. Think of the areas where your business and the industry overlap, for example in the area of regulations, product releases, or new cloud capabilities that will impact your delivery.