

2020 MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 Peanut Butter Lovers' Day	02 National Old Stuff Day	03 National I want You to Be Happy Day	04 National Grammar Day	05	06 Employee Appreciation Day	07
08 Daylight Saving Starts International Women's Day	09	10 National Blueberry Popover Day	11 National Johnny Appleseed Day	12 National Plant A Flower Day	13	14 National Write Down Your Story Day
15	16 National Freedom Of Information Day	17 St. Patrick's Day	18	19	20 International Earth Day	21 National Common Courtesy Day
22	23 National Puppy Day	24	25	26 National Nougat Day	27 National Mom & Pop Business Owners Day	28
29	30 National Doctors Day	31 World Backup Day	01	02	03	04

SOCIAL MEDIA IDEAS

06
Employee Appreciation Day
Plan out posts for employees throughout today. Give a little insight into why you appreciate them and thank them.

08
International Women's Day
Showcase the women in your business and women leaders that have impacted their lives and yours. Applaud achievement and equality, and support causes that do the same.

20
International Earth Day
Create an event for your team. Ask your followers to identify a park that needs some care, a tree that needs to be planted, and other activity that demonstrates your recognition of Earth Day. Take and post lots of pictures (of course).

23
National Puppy Day
Puppy pictures and stories! Create awards for your staff and customers. Youngest, smartest, smallest- the pics will earn lots of oohs and ahhs.

27
National Mom & Pop Business Owners Day
Celebrate small businesses in your community and help them promote themselves. Ask you staff and followers to give shout-outs to small businesses they would like to promote.

PROJECT IDEAS

- Plan a spring-cleaning event. Set aside one day and turn off the phones (if possible) and have your staff do a deep spring-cleaning of their desk and office space. Donate to local charities and causes. The week before have your staff make a list of what they want to cleanse or organize. Celebrate with a team lunch or after hours event.
- Do a customer experience audit. Map your customers experience from the point of awareness (they know you) to the point of becoming a referral. Make a plan to remove friction and build raving fans within your customer base.
- March 31 is National Backup Day. Plan to test your back up, recovery, and business continuity plans this month. Ensure all staff computers, your servers, and your backup sites are all 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 head shot studio in your office and get your teams photos updated.
- Create a calculator or other tool that allows 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 is to help the prospect or customer make a better decision.
- Review your product or 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.