

2020 MAY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

27	28	29	30	31	01 May Day	02
03	04 National Star Wars Day	05 Cinco de Mayo	06 National Nurses Day	07	08	09
10 Mothers Day National Clean Up Your Room Day	11	12	13	14 National Decency Day	15	16
17	18 National No Dirty Dishes Day	19	20	21 National Memo Day	22	23
24	25 Memorial Day	26	27	28 National Hamburger Day	29	30 National Creativity Day
						31

04
National Star Wars Day
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
National Package Design Day
Think about how you are 'packaging' your business and assess what changes you could make to do better. Post before and after pictures.

10
National Clean Up Your Room Day
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!

13
National Apple Pie Day
Have your team make apple pies and post pictures.

30
National Creativity Day
Unleash your imagination for National Creativity Day! Show you stuff by posting online.

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 (with Social Distancing in mind.) 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, stationary, 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.

MAY
2020

VALENS POINT