

The logo consists of a black speech bubble with a tail pointing downwards and to the left. Inside the bubble, the word "instantprint." is written in a white, lowercase, sans-serif font. A small red dot is positioned at the end of the period.

instantprint.

Your 2018/2019 Marketing Content Calendar

www.instantprint.co.uk

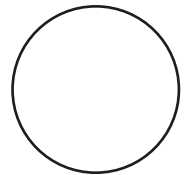
Notes

Use this 12-month calendar to help plan your seasonal and evergreen marketing content for the upcoming year. It contains all the important marketing milestones from this spring to the next, to help you feel prepared for the year to come.

Remember, this content can be spread across digital AND offline marketing channels, to make sure you're really making the most of all possible opportunities. Whether you're running a seasonal promotion or shouting about your latest product, be sure that for every blog you're also running a flyer mailer / presentation / real-life event!

"Keeping ahead of up-and-coming events can let your business thrive if you market it right! Think about how each day or event can be tailored to benefit your company and draw in those extra customers."

Jennie, Creative Lead



Key Dates

-Easter Holidays

Whether you're a B2C business trying to capture the pockets of families, or a B2B company trying to see out the quieter holiday season, make the most of Easter with some seasonal promotions.

Something as simple as receiving a free Easter egg can make all the difference between a normal customer and a loyal, returning one!

Notes

[illegible]

April

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1 Easter Sunday April Fools Day	2 Easter Monday Child Book Day	3	4 Commonwealth Games	5 Commonwealth Games	6 Commonwealth Games	7 Commonwealth Games	8 Commonwealth Games
9 Commonwealth Games	10 Commonwealth Games	11 Commonwealth Games	12 Commonwealth Games	13 Friday 13th	14 Commonwealth Games	15 Commonwealth Games	16	17	18	19	20	21 National Tea Day	22 London Marathon
23 St. George's Day	24	25	26	27	28	29	30 Good Friday						

Key Dates

-Royal Wedding

It's wedding season and 2018 heralds Prince Harry's marriage. Make the most of it with wedding-themed products, offers, or blog content. Find a way to tie your business products or services into the theme, and make sure you use plenty of related hashtags on social media!

- GDPR

Don't forget, from the 25th May the new GDPR (General Data Protection Regulation) comes into force. To find out how to make sure you're compliant, check out our masterclass...

Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

May

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
30	1	2	3	4	5	6	7 May Day Bank Holiday	8	9	10	11	12	13
14	15 Ramadan	16 Ramadan	17 Ramadan	18 Ramadan	19 Royal Wedding & FA Cup Final	20 Ramadan	21 Ramadan	22 Ramadan & R&S Chelsea	23 Ramadan	24 Ramadan	25 New GDPR comes in effect	26 Ramadan	27 Ramadan
28 Spring Bank Holiday	29 Ramadan	30 Ramadan	31 Ramadan										

Key Dates

-Father's Day

Father's Day is an important day for many people across the UK. Father's Day provides you the opportunities to humanise your brand by sharing stories, advice and memories with your customers. Father's Day provides a great opportunity to band your male oriented products in an email to send out to customers with gift ideas.

You could even consider doing a Father's Day interview with your own dad, or have your staff and customers take photos with their fathers to post on your social media!

Notes

[illegible]

June

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1 Ramadan	2 Ramadan	3 Ramadan	4 Ramadan	5 Ramadan	6 Ramadan	7 Ramadan	8 Ramadan	9 Ramadan	10 Ramadan
11 The Queen's Official Birthday	12 Red Nose Day & Ramadan	13 Ramadan	14 2018 FIFA World Cup	15	16	17 Father's Day	18	19 Royal Ascot	20 Royal Ascot	21 First Day of Summer	22 Royal Ascot	23 Royal Ascot	24
25	26	27	28	29	30								

Key Dates

-International Day of Friendship

This special day falls in July every year and provides a great opportunity to create some unique annual content.

For example, you could do a social media feature of your most prolific customers to show how much you appreciate their business friendship! You could also write a blog that involves content surrounding the importance of friendship in building your business – such as those who supported your early days, or great business relationships that keep your ambition alive.

Notes

[illegible]

July

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	1	2 Wimbledon	3 Wimbledon	4 Wimbledon	5 Wimbledon	6 Wimbledon	7 Wimbledon & Chocolate Day	8 British Grand Prix
9 Wimbledon	10 Wimbledon	11 Wimbledon	12 Wimbledon	13 Wimbledon	14 Wimbledon	15 Wimbledon	16	17	18	19	20	21	22
23	24	25 School Summer Holidays	26	27 Mars Approach	28	29	30 International Friendship Day	31					

Key Dates

-Customer Case Study

The proof is in the (sometimes literal, sometimes hypothetical) pudding: customer testimonials help build business credibility and act as referrals for your company. Arrange a case study with one of your top customers, and they'll get some free promotion out of it, too.

Notes

[illegible]

August

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5	6 Summer Bank Holiday (Scotland)	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21 Eid al-Adha	22 Eid al-Adha	23 Eid al-Adha	24 Eid al-Adha	25 Eid al-Adha	26
27 Summer Bank Holiday	28	29	30	31									

Key Dates

-Customer Feedback Survey

Every six months or so, you should be asking your customers how you can improve.

Continuous feedback is important to business development, and it also helps your customers feel valued. Send out a direct mail campaign, or use flyers to promote an online survey that customers can fill out.

It's even better if you offer an incentive, such as a prize, for completing the survey! (However, remember GDPR rules – you can't offer a competition and then use that database of personal info for further marketing communications unless they specifically consent).

Notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins or other markings on the paper.

September

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2	3 Back to School	4	5	6	7	8	9
10	11	12	13	14 London Fashion Week	15 London Fashion Week	16 London Fashion Week	17 London Fashion Week	18 London Fashion Week	19 Yom Kippur	20	21	22	23 First Day of Autumn
24	25	26	27	28	29	30							

Key Dates

-Halloween

Well, this might seem an obvious one, but it's also a great time to start tapping into seasonal marketing running up to Christmas.

Get into the seasonal spirit of things using autumnal versions of your brand colours, and start talking about your business plans and promotions that'll be coming up in the last quarter of the year.

Notes

[illegible]

October

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7	8 Thanks Giving (US)	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26 Autumn Half Term (Variable)	27	28 Clocks Go Back
29	30	31 Halloween											

Key Dates

-How It's Made

Everyone loves a sneak peek behind the scenes. A short video or blog interview is a great way to help customers see what happens behind closed doors of your business. It could be anything from A Day In The Life Of Our CEO to How We Made This Awesome Product – just make it short, easy to digest, and fun!

Notes

[illegible]

November

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1	2	3	4	5 Bonfire Night	6	7 Diwali	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22 Thanks Giving (US)	23 Black Friday	24	25
26 Cyber Monday	27	28	29	30									

Key Dates

-Christmas

Ideally of course this should feature in your content calendar earlier than December – but it's never too late!

December is also a great time for annual roundups: review your business successes and lessons over 2018, and take time to thank the people who have contributed to making your company the best it's been to date this year.

Notes

[illegible]

December

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1 Small Business Saturday	2	3 Manic Monday	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21 First Day of Winter	22	23
24	25 Christmas Day	26	27	28	29	30	31 New Years Eve						

Key Dates

-Business New Year Resolutions

January is a great time to outline what 2019 holds for your business, keeping your customers informed and making them aware of some cool promotions that'll be coming up in the first part of the year.

Make some business resolutions and communicate them to your customers, and this will help give your brand more personality – and accountability. It also provides content for later in the year, when you can go back and review your resolutions – have you stuck to them?

Notes

[illegible]

January

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
31 New Years Eve	1 New Years Day	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23 National Pie Day	24	25 Burns Night	26	27
28	29	30	31										

Key Dates

-Valentines Day

If you're not a fan of this romantic event, you can still make the most of it for content with an anti-Valentine blog or promotion!

If you're a café, for example, offer discounts on single diners for the day or hold a singles night party for customers to get to know each other.

Notes

[illegible]

February

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31	1	2	3	4	5 Pancake Day & Chinese New Year	6	7	8	9	10
11	12	13	14 Valentines Day	15	16 London Fashion Week	17 London Fashion Week	18 London Fashion Week	19 London Fashion Week	20 London Fashion Week	21	22	23	24
25	26	27	28										

Key Dates

-End of Financial Year

This is an important time of year for any business! Those that have budgets left to spend are keen to make up the numbers, so promotions are ideal for B2B companies that want to gain new customers before the new financial year begins.

If you're a B2C company, you can still make the most of the time of year by shifting stock with springtime promotions and earn as much before the end of the tax year for your business as possible (as well as clearing space for new products for spring!).

Notes

[illegible]

March

MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	1 St. David's Day	2	3	4	5	6	7	8 International Women's Day	9	10
11	12	13	14	15	16	17 St. Patrick's Day	18	19	20	21	22	23	24
25	26	27	28	29	30	31 Mother's Day							