

INDUSTRY RELATED IDEAS

- What's trending in your industry
- Share reputable articles
- Provide value by posting helpful tips
- Product/service comparisons
- Discuss an advancement within your industry
- Describe how your company adapts to changes within the industry
- Announce company partnerships

COMPANY RELATED IDEAS

- Answer FAQ's
- Introduce yourself via Facebook Live
- Highlight a client
- Feature a product
- Recognize an employee
- Share nonprofit causes you support
- Behind-the-scenes of your company, products, or services

CALL TO ACTION IDEAS

- Host an enter to win/giveaway
- Announce a current or upcoming special
- How-to's with a CTA for more info
- Feature a product or service, with your phone number
- Ask followers to like your social media feeds
- Post testimonial with CTA
- Create an event with new products

January

marketing calendar

2017



GERMONO
ADVERTISING
COMPANY

Germono.com
(757) 777-3780

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
NEW YEARS DAY	INDUSTRY RELATED	COMPANY RELATED	INDUSTRY RELATED	COMPANY RELATED	CALL TO ACTION	INDUSTRY RELATED
	8	9	10	11	12	13
	INDUSTRY RELATED	CALL TO ACTION	INDUSTRY RELATED	COMPANY RELATED	COMPANY RELATED	INDUSTRY RELATED
	15	16	17	18	19	20
	INDUSTRY RELATED MLK JR DAY	COMPANY RELATED	CALL TO ACTION	COMPANY RELATED	INDUSTRY RELATED	INDUSTRY RELATED
	22	23	24	25	26	27
	INDUSTRY RELATED	COMPANY RELATED	INDUSTRY RELATED	CALL TO ACTION	COMPANY RELATED	INDUSTRY RELATED CHINESE NEW YEAR
	29	30	31	1	2	3
	INDUSTRY RELATED	COMPANY RELATED				

TIPS

- Verify your Facebook Page!
- Use HARO for media exposure opportunities
- Like and follow your competitors
- Update cover photos quarterly

Follow us on Social Media: