

JANUARY

MARKETING
PATHWAY

FEBRUARY

WEBSITES

MARCH

MESSAGING
& PRICING

APRIL

SOCIAL
MEDIA

MAY

CONTENT
TOPICS &
IDEAS

JUNE

BLOGS, VIDEO
& PODCASTS

JULY

ANALYTICS
& SEO

AUGUST

EMAIL
MARKETING

SEPTEMBER

SOCIAL
MEDIA

OCTOBER

CONTENT
STRATEGY

NOVEMBER

BUILDING
ASSETS

DECEMBER

PLANNING
FOR NEXT
YEAR