

MONTH _____

DIGITAL

- website
- website SEO
- email
- texting
- Instagram
- Facebook
- Google Business Profile (contact info/hours are current)
- post in online private/public groups you're a part of
- _____

YouTube
 Twitter
 TIKTok
 LinkedIn
 blog

Not all are necessary from day one; be where your customers are

IN-STUDIO MARKETING

- signage in key locations: POS, displays, bathroom, windows
- QR codes: email sign-up, soc media follow
- displays: upcoming events, seasons/holidays
- staff weekly talking points
- _____

COMMUNITY MARKETING

- merchants association/collab with neighbors
- promote and/or check-in at an event
- promote your community support

CUSTOMER FEEDBACK MARKETING

- share testimonials: on your website, emails, social media, in-studio signage

Last month: what marketing worked well?

This month: what do we promote heavily?

Next month: biggies to plan and promote?

SUN	MON	TUES	WED	THURS	FRI	SAT
DELEGATE _____ _____ _____ _____ _____						