

MONTH \_\_\_\_\_

**DIGITAL**

- website
  - email
  - texting
  - Instagram
  - Facebook
  - website SEO
  - Google Business Profile (contact info/hours current)
  - 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 as your business
- 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 _____<br>_____<br>_____<br>_____ |     |      |     |       |     |     |
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