

MEDIA PROMOTION CYCLES

Christmas Season is recognized as the premier time to sell products and services. However, when one looks at the year calendar, there are an additional 17 “shopping” events that can help to promote sales. Small Businesses who recognize, plan and match promotions of products/services with the “spirit of the various event periods” can get an added edge on sales when advertisement dollars are limited.

Listed below is a simple chart that can help small businesses plan promotional media sales and events throughout the year.

MONTH	SPECIAL DAYS	PRODUCTS SERVICES	CUSTOMER'S MOTIVATION	MEDIA USAGE
January	Martin Luther King Super Bowl Sunday			
February	Valentine's Day Presidents Day			
March	St. Patrick's Day			
April	Easter			
May	Mother's Day Memorial Day			
June	Father's Day			
July	July 4 th			
August	Back To School			
September	Labor Day			
October	Columbus Day Halloween			
November	Veteran's Day Thanksgiving			
December	Christmas New Years			