

NOVEMBER 2017

Make it Happen! **Easy 5 Week Marketing Plan for Retailers**

Below are hit lists for building awareness and driving sales!

Week 1
OCTOBER 23RD

TO DOS:

- Read over all materials www.RunSafetyMonth.com and decide what you want to implement (hopefully everything!)
- Educate your staff about the campaign
- Customize press release and send to local media contacts
- Download social media graphics
- Create targeted audience on Facebook. See [How To Video on website](#).
- Download email graphics and prepare/schedule through email platform (MailChimp, Constant Contact, Emma)

Week 2
OCTOBER 30TH

TO DOS:

- Post social media graphics and suggested posts
- Add \$15 boost to increase engagement
- Daylight Savings is a reason to #RunSafe. This is a great time to kick off your campaign

Week 3
NOVEMBER 6TH

TO DOS:

- Post social media graphics and suggested posts
- Add \$15 boost to increase engagement
- Check social media daily to respond and encourage customers and potential customers

Week 4
NOVEMBER 13TH

TO DOS:

- Post social media graphics and suggested posts
- Add \$15 boost to increase engagement
- Check social media daily to respond and encourage customers and potential customers

Week 5
NOVEMBER 20TH

TO DOS:

- Post social media graphics and suggested posts
 - Add \$15 boost to increase engagement
 - Check social media daily to respond and encourage customers and potential customers
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