

NOVEMBER 2018

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

Below are hit lists for building awareness and driving sales!

Week 1
OCTOBER 23RD

**WATCH
GET-STARTED
VIDEO ON
WEBSITE**

TO DOS:

- Read over all materials at 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. Watch How To Video on website RunSafetyMonth.com/Social-Media-Toolkit
- Download email graphics and prepare/schedule through email platform (MailChimp, Constant Contact, Emma)
- Check out our Infographic to use in your social posts, in an email or print out as a poster

Week 2
OCTOBER 29TH

TO DOS:

- Post social media graphics and suggested text
- Add \$15 boost to increase engagement
- Daylight Savings (11/4) is a reason to #RunSafe. This is a great time to kick off your campaign

Week 3
NOVEMBER 5TH

TO DOS:

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

Week 4
NOVEMBER 12TH

TO DOS:

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

Week 5
NOVEMBER 19TH

TO DOS:

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