

NOVEMBER 2019

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

Below are hit lists for building awareness and driving sales!

Week 1 **OCTOBER 21ST**

TO DOS:

- Read over all materials 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
- Join [Promoboxx](#) so you can post/track all social media content
- OR Download all assets from the website
- Create targeted audience on Facebook. See [How To Video on website](#).

Week 2 **OCTOBER 28TH**

TO DOS:

- Use Promoboxx to post all social content OR use your channels and suggested posts
- Boost posts on social media to increase engagement
- Daylight savings starts November 3rd. This is a great time to kick off your #RunSafe campaign

Week 3 **NOVEMBER 4TH**

TO DOS:

- Use Promoboxx to post all social content OR use your channels and suggested posts
- Boost posts on social media to increase engagement
- Check social media daily to respond to post engagement

Week 4 **NOVEMBER 11TH**

TO DOS:

- Use Promoboxx to post all social content OR use your channels and suggested posts
- Boost posts on social media to increase engagement
- Check social media daily to respond to post engagement

Week 5 **NOVEMBER 18TH**

TO DOS:

- Use Promoboxx to post all social content OR use your channels and suggested posts
- Boost posts on social media to increase engagement
- Check social media daily to respond to post engagement