

“The 54 Different Marketing Tasks You Need to Do Every Year In Order To Take Your Business from Where It Is to Where You Want It To Be.”

JANUARY

- Send OVERSIZED Postcard promoting “New Year’s Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “New Year’s Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “New Year’s Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

FEBRUARY

- Send OVERSIZED Postcard promoting “Valentine’s Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Valentine’s Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Valentine’s Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

MARCH

- Send OVERSIZED Postcard promoting “St Patrick’s Day Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “St Patrick’s Day Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “St Patrick’s Day Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you
- Send Out Lost Customer Reactivation Campaign to bring back customers who’ve disappeared
- Send Out Themed Cash Flow Surge Campaign (4 steps) to generate quick influx of revenues

APRIL

- Send OVERSIZED Postcard promoting “Tax Day Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Tax Day Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Tax Day Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

MAY

- Send OVERSIZED Postcard promoting “Mother’s Day Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Mother’s Day Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Mother’s Day Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

JUNE

- Send OVERSIZED Postcard promoting “Dads-N-Grads Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Dads-N-Grads Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Dads-N-Grads Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you
- Send Out Themed Cash Flow Surge Campaign (4 steps) to generate quick influx of revenues

JULY

- Send OVERSIZED Postcard promoting “Independence Day Deal” to customers
- Send Nuggets Postcard – friendly touch w/customers, remind them of “Independence Day Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Independence Day Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

AUGUST

- Send OVERSIZED Postcard promoting “Summer Vacation Deal” to customers
- Send Nuggets Postcard – friendly touch w/customers, remind them of “Summer Vacation Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Summer Vacation Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

SEPTEMBER

- Send OVERSIZED Postcard promoting “Back To School Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Back to School Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Back to School Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you
- Send Out Lost Customer Reactivation Campaign to bring back customers who’ve disappeared
- Send Out Themed Cash Flow Surge Campaign (4 steps) to generate quick influx of revenues

OCTOBER

- Send OVERSIZED Postcard promoting “Halloween Deal” to customers
- Send Nuggets Postcard – friendly touch w/customers, remind them of “Halloween Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Halloween Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

NOVEMBER

- Send OVERSIZED Postcard promoting “Thanksgiving Deal” to customers
- Send Nuggets Postcard – friendly touch w/customers, remind them of “Thanksgiving Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Thanksgiving Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you

DECEMBER

- Send OVERSIZED Postcard promoting “Christmas Deal” to customers
- Send Nuggets Postcard – friendly touch with customers, remind them of “Christmas Deal”
- Send E-Mail Newsletter – fun stuff for customers, final call on “Christmas Deal”
- Send Referral Email to NEW customers (4 Times) to remind them to tell their friends about you
- Send Out Themed Cash Flow Surge Campaign (4 steps) to generate quick influx of revenues