

BUILDING THE MCKAY BRAND

Jerry McKay | McKay Lighting



EXAMPLE: 2015 MARKETING CALENDAR WORKSHEET

	Initial Goals	Photography Timeline
1ST QUARTER Jan Feb March	<p>Design new Big Brochure (update company shots)</p> <p>Personalized Email to Top 150</p> <p>Quarterly Mailing (Spring)</p> <p>Touch-base with 2014 prospects</p> <p>Collect addresses of new homes</p>	<p>Company Photos</p> <ol style="list-style-type: none"> 1. Staff 2. Update Customer service photo to have Kim at the Desk & customers <p>Commercial Building Shots</p> <ol style="list-style-type: none"> 1. Lincoln Office Building 2. Lincoln Apartment
2ND QUARTER April May June	<p>Distribute M&M's (April)</p> <p>Print & Mail new Big Brochure to Top 300</p> <p>Personalized Email to Top 150 (Residential)</p> <p>Quarterly Mailing (Summer)</p>	<p>Residential Shots</p> <ol style="list-style-type: none"> 1. Linden 2. Sanctuary (Bollards)
3RD QUARTER July Aug Sept	<p>Host Lunch & Learns</p> <p>Personalized Email to Top 150 (Pool Shots)</p> <p>Quarterly Mailing (Fall)</p> <p>Touch-base with media partners (include new photos)</p>	<p>Pool Shots</p> <ol style="list-style-type: none"> 1. Regency 2. Legacy
4TH QUARTER Oct Nov Dec	<p>2016 Calendar</p> <p>Gift Baskets</p> <p>Holiday Card</p> <p>Personalized Email to Top 150 (Happy Holidays)</p>	<p>Holiday Lights</p> <ol style="list-style-type: none"> 1. Regency 2. Legacy <p>Snow Shots</p> <ol style="list-style-type: none"> 1. Sanctuary 2. Linden

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