



*November
Marketing Calendar*

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November is one of the busiest time of the year for ecommerce sites and retailers, but other brands need to continue their marketing efforts during this time as well. In addition to being an ideal time to generate leads and revenues, November is also an ideal time to plan client retention efforts for the December holidays.

This is also an ideal month to plan ahead when it comes to content. Preparing and scheduling time now will make it easier to spend time with family and relax later.

Start scheduling your late November and December blog posts now and you'll have more time in your schedule for parties, social gathering and networking later. If you don't already use Hootsuite or Sprout Social, consider getting ahead on your posting by using one of these free sites.

If you are running an email campaign, start planning it now; you can schedule it to drop later in the month or even in early December to make the most of this sales heavy time.

Use the attached calendar to plan posts, email marketing campaigns, social media images, posts and more. Knowing what dates are coming up, what "awareness" campaigns are in full swing and what other brands are focusing on can help you make the most of this busy but profitable time of year.

Outsourcing can save you a ton of time – if you are in a time crunch and need great content, I can help!

Contact me at SamanthaMcNesby.com to learn more or [schedule a free discovery call](#) to talk about your November content needs. A monthly package or even solo pieces of content could help attract attention to your brand without requiring extra time on your part.

NOVEMBER 2017

MONTHLY AWARENESS » Entrepreneurship » Lung Cancer » Diabetes
 » Military Family » Epilspy » PTA Healthy Lifestyles » Men's Health

Content Ideas for November

- » Movember for men's health
- » Cyber Monday Promotion
- » Veteran's Day Sale or Promo
- » Recycling Tips and your commitment to "Going Green" (15th)
- » Small Business Saturday promotions (25th)

BLOG IDEAS

- » Thanksgiving tips, stories and images
- » Holiday gift guides
- » Black Friday survival guide or tricks
- » How to take advantage of that extra hour (5th)
- » Internet safety tips for Cyber Monday your meals (14th)
- » Recommended Cyber Monday sites applicable to but not in competition with your business (27th)

SOCIAL MEDIA IDEAS

- » #ForgetMeNot Day (10th)
- » Thankful campaigns (23rd)
- » Small business Saturday discount codes (25th)
- » #SmallBizSat, #ShopSmall (25th)
- » #GivingTuesday (28th)

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--------------------------|------------------------------------|--|----------------------------------|-------------------------|---|
| | | | 1 Extra Mile Day | 2 | 3 Sandwich Day | 4 |
| 5 Daylight Savings Ends (1 hr back) | 6 | 7 | 8 STEM Day | 9 | 10 Forget-Me-Not Day | 11 Veterans Day |
| 12 | 13 World Kindness Day | 14 Loosen Up, Lighten Up Day | 15 America Recycles Day Entrepreneur's Day | 16 Great American Smokeout | 17 Take a Hike Day | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 Thanksgiving | 25 Black Friday Small Business Saturday |
| 26 | 27 Cyber Monday | 28 Giving Tuesday | 29 | 30 | | |

DECEMBER PLANNING

- » Holiday planning » Start creating holiday materials
- » Send out holiday hours » Email marketing campaign setup for holidays