Local Promotion Planner

A simple month-by-month plan for signs, flyers, posts, and events.

One promotion a month, done well, beats five you can't finish. Use this to decide what to promote, when, and where.

How to use it

1. **Pick one goal per month:** more foot traffic, bookings, email sign-ups, or sales of one item.
2. **Choose one promotion** and two or three ways to share it: window sign, flyer, social post, email, or event.
3. **Work backward from the date.** Promote 2–3 weeks ahead, remind people during, and thank them after.

> **Keep it honest**
> Make sure any offer is real, and the dates and terms are clear to customers.

Your monthly checklist

- [ ] Goal chosen
- [ ] Offer and dates set
- [ ] Sign or flyer made
- [ ] Posts scheduled
- [ ] Email sent
- [ ] Customers and partners thanked
- [ ] Noted what worked

Ideas to start with

- A window sign or A-frame with this month's offer
- A flyer for neighboring shops, the library, or the community board
- A post that shows the product or the people behind it
- A short email to past customers
- A small event: a tasting, a demo, a meet-the-maker night

Your year at a glance

MONTH	LOCAL MOMENTS TO BUILD ON	YOUR PROMOTION AND GOAL	HOW YOU'LL SHARE IT
Jan	New year, fresh starts; slower weeks after the holidays		
Feb	Valentine's Day; winter gift cards		
Mar	First days of spring; St. Patrick's Day		
Apr	Spring cleaning; Earth Day; spring holidays		
May	Mother's Day; graduations; Memorial Day weekend		
Jun	Father's Day; start of summer; wedding season		
Jul	Fourth of July; summer visitors		
Aug	Back to school		
Sep	Labor Day; fall kickoff		
Oct	Fall events; Halloween		
Nov	Small Business Saturday (the Saturday after Thanksgiving); early gift shopping		
Dec	Holiday gifting; holiday hours; year-end thank-you		

Add your own moments too: your shop's anniversary, neighborhood festivals, local sports, and school events.

Want a hand with this?
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