

	Overview	Projected Cost	January	February	March	April	May	June	July	August	September	October	November	December
			6 13 20 27	3 10 17 24	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28
Content Topics														
Irrigation			[Green bar]											
Maintenance			[Green bar]											
Snow			[Green bar]											
Blog														
	Goal: 35 posts a quarter.													
Content Calendar Meeting	Monthly marketing meeting to define that month's blog posts.		[Blue bars]											
Social														
	Goal: 3 social posts per channel, per day													
Social Posts	We currently leverage FB, LI, Twitter and YouTube.		[Blue bar]											
Social follower campaign	Generate more social followers		[Light blue bar]											
YouTube Channel Improvements/Plan	Improve our channel and add more content to it.		[Light blue bar]											
eBooks/Reports														
2020 Green Industry Benchmark Report	Survey of green industry businesses release as a report.	\$1,000.00	[Light blue bar]											
Webinars														
2020 Green Industry Benchmark Report	Report findings in webinar format		[Light blue bar]											
Smart Controllers	Create a webinar around how to leverage smart controllers in a business.		[Light blue bar]											
Maintenance	Some maintenance-related webinar topic to align with release of FC Maint		[Light blue bar]											
Snow	Snow-related webinar topic to align with FC Snow release		[Light blue bar]											
Resources														
Maintenance Equipment List	Web resource highlighting maintenance equipment.		[Light blue bar]											
Ad Campaigns														
Google Ads														
January Offer	Campaign for January Offer	\$2,000.00	[Red bar]											
February Offer	Campaign for February Offer	\$2,000.00	[Red bar]											
Maintenance Campaign	Campaign to promote FC Maint	\$7,500.00	[Red bar]											
Snow Campaign	Campaign to promote FC Snow	\$3,600.00	[Red bar]											
Fall Offer	Campaign to promote fall offer	\$3,600.00	[Red bar]											
Retargeting														
Retargeting - Maintenance	Campaign to promote FC Maint to existing lawn mowing leads	\$2,000.00	[Red bar]											

