

Campaign	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Customer Thank You Campaign	X	X	X	X	X	X	X	X	X	X	X	X
Holiday cards/events	New Year	Valentine's Day	St. Patrick's Day	Easter/Spring	Mother's day	Father's day	July 4 th	Back To School	Labor Day	Columbus Day	Thanks-giving	Christmas/Hanukkah
Direct Mail Postcard		X		X		X		X		X		x
Radio Ads			X		X					X		x
Newspaper Ad	X	X		X	X		X	X		X	x	
Loyalty Program Email	X	X	X	X	X	X	X	X	X	X	X	x
Online Marketing Campaign	Facebook Campaign	Youtube Campaign	Email Promo	Twitter Campaign	Facebook Campaign	Youtube Campaign	Email Promo	Twitter Campaign	Facebook Campaign	Youtube Campaign	Email Promo	Twitter Campaign