






# bombastic

## brand building planning calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
 <b>update website content</b>	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive
 <b>place digital ads</b>	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive
 <b>email campaigns</b>	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive
 <b>mobile app notifications</b>	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive
 <b>create premium content</b>	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive	Active	Inactive



**update website content**

At least once a month, add new information, photos and videos to your website.



**place digital ads**

At least once a quarter, place ads to boost your search engine visibility and support seasonal promotions.



**email campaigns**

Once a month, reach out to current customers with new offers and updates, boosting your repeat sales.



**mobile app notifications**

Once a quarter, notify your app users of promotions and unique offers.



**create premium content**

At least once a month, create unique content that tells the details of what you uniquely offer your customers.