

											,	2017 MA	RKETIN	G CALEN	DAR														
	Month:	January February			March		April		Мау			June		July		August			September		October			November			December		
	Week of:	2 9 16 23			6 13 20	27	3 10	17 24		8 1	.5 22 29		19 26	3 10	17 24 31	7 1	4 21 2	8 4	11 1	8 25	2	9 16	23 3	30 6		20 27	4 11	18	25
	Holidays:		v		M     M					F	Trimester 2																С		
NATIONAL PROGRAMS				Trime	3(e) 1								Tillies	.e. 2									Trim	nester :	3				
National Branding Campaign		Youtopia - General Branding - All supporting assets may be used during this time frame															Holiday												
Branding	ı Campaign Updates	Youto	Seasonal Updates to Headlines and copy					Seasonal Updates to Headlines and copy						Seasonal Updates to Headlines and copy						Holiday Promotion									
	Primary	Membership					Intro Offer					Intro Offer							Membership						Gift Cards				
Messaging Objective	Secondary	Intro Offer					Gift Cards - Graduation, Father's Day					Membership						Intro Offer					Open House						
	Tertiary	Valentine's Day: Couples and Gift Cards					Membership						Sidewalk Sales, Summer Packages												Intro Offer				
Secondary Campaigns		Updated Upgrades/Modalities Programs Available on Marketing ToolBoc		Upgrades/ Modalities			Mother's Day					Upgrades/Modalities			Loyalty				Breast Cancer Awareness										
	Primary				Personalization	conalization Services Gift Cards			ards			Personalization Services			5	M		mbership			Awareness								
Messaging Objective	Secondary				Add-on upgr	rades Intro Offer							Add-on upgrades			Refe			ferrals			Donations							
	Tertiary						Membership																						
LSM PROGRAMS																													
Seasonal LSM Opportunities		Updated LSM Programs Available on Marketing ToolBoc																											
		Tax Refund					Teacher Appreciation Week				Summer	Summer Festivals				Back to School			Referral Program or Business Benefits										