

2015 Content Marketing Plan						
Q1	JANUARY		FEBRUARY		MARCH	
	Mon 5th	New Year Welcome Email			Tue 3rd	eNewsletter: Client Testimonial
			Wed 18th	Promotion: Follow Social Media Channels		
Q2	APRIL		MAY		JUNE	
	Tue 7th	eNewsletter: Company Case Study	Tue 5th	eNewsletter: How-to Application Guide		
					Wed 17th	Promotion: End of Financial Year Special
Q3	JULY		AUGUST		SEPTEMBER	
	Tue 7th	eNewsletter: Thought Leader Q&A	Tue 4th	eNewsletter: Client Case Study		
					Wed 17th	Promotion: New Product Release
Q4	OCTOBER		NOVEMBER		DECEMBER	
	Tue 6th	eNewsletter: Top 10 Industry Tips				
			Wed 25th	Promotion: End of Year Special	Thu 17th	Season's Greetings Email