<mark>Your Veterinary Practice Name</mark>
Local Marketing Calendar

Concurrently as you update your web content and Google+ profile, you'll schedule regular tasks to maintain momentum.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
• Scheduled posts	• Facebook (2x/day) • Email monthly newsletter, highlight monthly specials	• Facebook (2x/day) • Blog post • Follow new Twitter followers	• Facebook (2x/day) • Review Google Analytics, others (email, FB)	• Facebook (2x/day) • Go through Review Sites and respond	• Facebook (2x/day) • Schedule weekend posts	• Facebook (1x/day)
• Scheduled posts	• Facebook (2x/day) • Post a press release on site, send to media	• Facebook (2x/day) • Send email reminders w/special offer	• Facebook (2x/day) • Call local shelter re: future Open House	• Facebook (2x/day) • Send email to ask for reviews (with links)	• Facebook (2x/day) • Schedule weekend posts	• Facebook (1x/day)
• Scheduled posts	• Facebook (2x/day) • Plan a How-To video topic	• Facebook (2x/day) • Post a poll on FB • Blog post	• Facebook (2x/day) • Mail reminder postcards w/special offer	• Facebook (2x/day) • Go through Review Sites and respond	• Facebook (2x/day) • Schedule weekend posts	• Facebook (1x/day)
• Scheduled posts	• Facebook (2x/day) • Send email blast re: Refer-a-friend	• Facebook (2x/day) • Prepare enewsletter for next Monday	• Facebook (2x/day) • Brainstorm blog topics for next month	• Facebook (2x/day) • Record the How-To video	• Facebook (2x/day) • Schedule weekend posts	• Facebook (1x/day)