Leader in Horticultural Containers

Marketing Calendar - 2020

Initiatives													
Campaigns	**Delivery Platform**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
BioSource Material	PR, Print, LinkedIn, E-news, E-blasts, Digital Advertising, Website, Trade Shows												
Fiber Packaging	LinkedIn, Digital Advertising, Website, Trade Shows												
Fiber Containers	Print, E-news, E-blasts, Digital/Social, Website, Trade Shows												
Nursery Containers	Print, E-news, E-blasts, Website, Trade Shows												
Greenhouse Containers	Print, E-news, E-blasts, Website, Trade Shows												
Cannabis Containers	Print, LinkedIn, E-news, E-blasts, Digital/Social, Website, Trade Shows												
Affinity Marketing (Associations/Colleges)	LinkedIn, Website, Presentations/Events												

Deliverables													
PR	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
BioSource Material													
Fiber Packaging/Consumer													
Print	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
MJ Biz Magazine???	Half page ad - 5X for discount ($970 each); 19K decision makers; 56K digital												
Grower Talks	Magazine												
Cannabis Business Times???	Full page; co-sponsored with Griffin												
Greenhouse Canada	April and July; push fiber initiative												
Grow	Cannabis Canada - March and June												
Revised Cannabis Catalog	Change up assortment; wait until cannabis summit												
Revised Greenhouse/Nursery Catalog	Working with Susan and Mark H.												
LinkedIn	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
BioSource Material	Targeted campaigns; monthly budget												
Fiber (Products/Packaging)	Targeted campaigns; monthly budget												
Affinity Marketing	BioSource, Fiber, Cannabis; monthly budget												
E-news/E-blast	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
MJ Biz Database???	E-blast; Cannabis market (w/Griffin)												
Grower Talks Database	E-blast; Greenhouse/Nursery												
HC Database	E-news; All markets												
AmerianHort Monthly E-news	Monthly banner ad; All markets												
Cultivate - AmericanHort	Dedicated E-blast the week of July 1												
Greenhouse Canada	April and July; push fiber initiative												

Grow	Cannabis Canada - March and June												
Leafly.com	Featured products; Cannabis market												
Digital Advertising	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
Google	BioSource, Fiber Packaging; monthly												
Greenhouse Canada	Monthly ads in e-newsletters												
Grow	Cannabis Canada - Monthly ads in e-newsletters												
Grower Talks	Monthly ads in e-newsletters												
MJBizDaily???	Own the home page for a month; Unique page visits 170K												
Website	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
Dedicated Pages	BioSource, Fiber Packaging												
SEO	BioSource, Fiber Packaging; Cannabis; monthly budget												
Fiber Microsite	Fiber Packaging, Consumer Goods, Growing Containers												
Content	BioSource, Fiber Packaging, Cannabis												
Blogs	All markets; used on social and in monthly E-news; topis should be unique												
Photoshoot	Customize placeholder images throughout site with products												
Whiteboard videos	Fiber (complete); Cannabis; BioSource; Greenhouse/Nursery												
Fiber survey	Questions on fiber knowledge - featured in E-news												
Affinity Marketing	Build out dedicated page												
Trade Shows	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
Cultivate	Highlight BioSource???												
Greenhouse/Nursery													
Cannabis													
Fiber???													
Griffin Expos	Update booth layout and design												
Affinity Marketing	Presentations/Events (Lunch & Learns)												
Affinity Marketing	**Notes**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**July**	**August**	**Sept**	**Oct**	**Nov**	**Dec**
Cannabis	Join association for connections/credibility; contribute content?												
BioSource	Join association for connections/credibility; contribute content?												
Fiber	Join association for connections/credibility; contribute content?												