SPECIALIST TRACK: MARKETING FOR DÉCOR, FLORALS AND RENTALS

Seasonal content calendar

Lesson: Seasonal and trend content · about 15 minutes

Map your year by when clients decide, then plan what you will show and sell each month.

Your business (name, service, main city):

1. List your main event types, when each happens and when clients typically choose a vendor for it.

2. Fill in a twelve-month grid: what clients are deciding, what you will show and what you will sell each month.

3. List the cultural and religious dates your clients celebrate and when you will publish for each.

4. Count one measurable change in your quotes or bookings from last year and outline a trend post about it.

5. **Write down any local, seasonal or green claim you make now, and the evidence you have for it.**

Check: can you now

- Build a twelve-month content calendar that publishes each season's work ahead of the planning window
- Write trend content based on evidence from your own bookings and inquiries
- Make seasonal, local and sustainability claims you can substantiate

One change you will make this week