

Argyle Feed 2015 Marketing Plan

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
		Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
1														
2	<b>Events</b>	New Store is open	HOW Workshop 2/19	Chick & Wild Bird 3/7	Grand Opening 4/18 & 4/19, Dunn's Fish Truck 4/8	Mother's Day Gifts, Kids Workshop	Father's Day, Graduation	4th of July	Summer Saturday Cookouts	Mobile Vet Clinic	Customer Appreciation Event TBD	Ladies Night Out-TBD	Santa at the Feed Store	
3		Ft. Worth Stock Show	Chick & Wild Bird 3/5	Build a Birdhouse, Family Day	Open Easter Sunday		Free BBQ Lunch on 6/6	Summer Saturday Cookouts		Saturday Cookouts	Ranch Hand Rescue Fundraiser			
4				Spring Forward							Checkerboard Kids Club Hardware Wkshop			
5														
6	<b>Topics to Highlight</b>	New Store Open, Grand Opening 4/18/15; Ranch Hand Rescue; Exclusive Buy 8 Get 1 Free, Wild Bird Supplies, Wild Bird Frequent Purchase, Now Hiring	Pet Dental Month, Horse Owner's Workshop, Chick & Wild Bird Workshop	Gardening, Fertilizer, New YETI products, gardening supplies, Chick & Duck arrivals, Grand Opening Giveaway, Chicken Coops, Chick & Wild Bird Wkshop, Family Day	Gardening, Fertilizer, YETI, Grand Opening, Case Knives, Chicken Coops, Local Honey, Primal Raw, Horse Care: Spring Turnout, Open Easter	Gardening, Fertilizer, Mothers Day, Key Cutting, Mosquito, Flea Control, Fly Control, Key Cutting, Tomato Growing, Hummingbirds	Flea & Tick, Fathers Day, Graduation, Case Knives, YETI coolers, Traeger, DeWalt Tools, Gardening Hats, Lodge Cookware, Bayou Classic Cooker, SimpliFly, Mosquito Control, TIKI, Gardening	Deer Feed, Purina Horse Feed Promo, Summer Horse Care	Purina Proud	Purina Proud, Feed Frenzy	Flocktober?	Black Friday, Holiday Hours, Small Biz Saturday	12 Days of Xmas, Holiday Hours	
7														
8	<b>Facebook Ad's</b>	\$30	Yeti Ad, Strategy Horse Feed Ad		Garden Ad?		Yes	Free Bag Friday/YETI	Free Bag Friday, FB Promo, 1500 FB Likes Promo	Free Bag Friday,				
9														
10	<b>Featured Product(s) of Month</b>	Firewood, Bird Feeders & Seed	Equine Senior, Greenies, Traeger Pellet Grills,	Layena Poultry Feed, Chicken supplies, Fertilizer Brand, Garden Items, Garden Seeds	Primal Raw Pet Food, YETI, Exclusive Pet Food, Garden Items TBD, Case Knives	Adams Plus, Skeeter Screen, Solitude, Aquamax, Mothers Day gift items, windmills, Scotts Fertilizer, Bonnie Plants, Key Cutting	Strategy Healthy Edge, Flea and Tick products, Case Knives, Yeti Coolers, Fyers (if you have any) BBQ Items	Bonnie Plants, Fungicides, Horse Feeds	Facebook Promos	Deer Com, Deer Feed, Deer Feeders, Hunting Supplies	Purina Show Feeds, Fall Food Plots & Seed, Fall Fertilizer, Pre-Emergent (Corn Gluten Meal), Deer Feeders Omolene Horse Feeds, Rye Grass Seed, deer attractants, pipe insulation	Red Flannel Pat Food, DEWALT Tools, Yeti Coolers, Case Knives, Horse Blankets	Purina High Octane Show Supplements, Yeti Coolers, Case Knives, Holiday gifts, Tool Kits, Wild Bird Seed	
11														
12	<b>Newsletter Promotion</b>	Grand Opening Giveaway: Free Feed for a Yr, \$500 gift card	HOW Workshop	Chick & Wild Bird Workshop and Family Day changed to 3/7	Open Easter, Grand Opening	Mother's Day Gifts	Flea & Tick, Mosquitos, Fly Control	4th of July Parade, Summer Cookouts, Customer of the Month Launch			Customer Appreciation Event	Black Friday, Holiday Hours, Small Biz Saturday	Pet Food Drive, Santa at the Feed Store	
13		HOW Workshop in February	Chick & Wild Bird Workshop	Chicks arriving	Spring Gardening	Mothers Day Gifts	Father's Day gift ideas			Hunting Supplies	Ranch Hand Rescue Fundraiser	Ladies Night	12 days of xmas?	
14			chick arrivals	Fertilizer & Garden Focus		Gardening	Wet weather gardening				Ladies Night		Gift Ideas	
15														
16	<b>Newsletter Coupon</b>	Standlee Feed \$1 off		\$2 off Strategy Horse Feed			\$5 off all 35 lb. bags of select dog food brands							
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