



QUARTERLY CONTENT MARKETING CALENDAR

**Streamline your 401(k)
content** with an easy to follow,
12-week marketing calendar.



SUGGESTED **SEND** TIMES
FOR **EMAIL** MARKETING:

7:00 to 8:00 AM

Your **content marketing calendar**, week-by-week, and step-by-step to consistently keep you in front of your retirement plan prospects, clients, and centers of influence. Share your 401(k) content on your website, social media profile, email, direct mail, and more to promote your retirement plan experience and your firm as a trusted source.

WEEK

1

Download Retirement Plan Marketing materials from portal or develop our own content. Customize to your firm with logos, contact information, and disclosures.

Post weekly social media posts

WEEK

2

Submit all materials to compliance. Then complete any edits necessary. Now that all materials have been approved by compliance, it's time to share them.

Schedule all content by social media schedulers, email automation, etc.

- For help scheduling social media posts, check out our helpful [How-to Videos](#) on the Support webpage

Prep Direct Mailer

Post weekly social media posts

WEEK

3

Post a blog article on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your blog via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts



SUGGESTED **POST** DAYS AND
TIMES FOR **SOCIAL MEDIA**:

TUESDAY	8 AM	12 PM
WEDNESDAY	9 AM	5 PM
THURSDAY		6 PM

WEEK

4

Send a Follow-up Email via your preferred email marketing program to engagement contacts.

SUGGESTED SEND DATE: **MONDAY**

Post weekly social media posts

WEEK

5

Post a blog article on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your blog via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts

WEEK

6

Send a Follow-up Email via your preferred email marketing program to engagement contacts.

SUGGESTED SEND DATE: **MONDAY**

Post an infographic on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your infographic via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts



Don't forget to follow-up with LinkedIn connections who engage with articles, infographics, and social media posts!

WEEK

7

Send Follow-up Email via your preferred email marketing program to engagement contacts.

SUGGESTED SEND DATE: **MONDAY**

Post a blog article on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your blog via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts

WEEK

8

Send Follow-up Email via your preferred email marketing program to engagement contacts.

SUGGESTED SEND DATE: **MONDAY**

Post quarterly Newsletter on your website (social media profiles optional).

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your Newsletter via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts

WEEK

9

Send Follow-up Email via your preferred email marketing program to engagement contacts.

SUGGESTED SEND DATE: **MONDAY**

Send Direct Mailer

Post weekly social media posts



SUGGESTED **STRATEGIES**
FOR FOLLOWING QUARTER:

Refer to previous relevant content as “Recent Featured Articles” in email campaigns

WEEK

10

Post an infographic on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your infographic via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts

WEEK

11

Post a video on your website and social media profiles.

SUGGESTED SEND DATE: **TUESDAY**

Send a Corresponding Email that promotes your video via your preferred email marketing program.

SUGGESTED SEND DATE: **WEDNESDAY**

Post weekly social media posts

WEEK

12

Send Follow-up Email via your preferred email marketing program.

SUGGESTED SEND DATE: **MONDAY**

Review all correspondence from email marketing program, LinkedIn posts, and any new website traffic.



(401) 400-3199

EMAIL: hello@rpmarketingbox.com

WEBSITE: www.retirementplanmarketinginabox.com

CALENDLY: <https://calendly.com/sasharpm/30min>

How do you eat an elephant? One bite at a time!

The same rings true for marketing – it takes time.

Consistency is key for developing and distributing content, following our calendar will put you on the right track to stay in front of clients, prospects, and centers of influence.

All of the materials and calendar are designed to help you market your retirement plan services intelligently, so you can reach more plan sponsor prospects. When you deliver relevant plan sponsor content, you add value to your conversations and can work your way up to become known as the “go-to” retirement plan advisory office.

If you weren't able to complete all of these items in the calendar, we recommend distributing an amount of content that you are comfortable with and what works for your firm's workflow. Because some marketing is better than no marketing.

If you have questions, feedback, or suggestions about the marketing portal, we'd love to hear from you! For more support from our dedicated Relationship Managers, we're here to help:

Professional marketing materials that help retirement plan advisors market to plan sponsors to increase awareness, influence, and your retirement plan business. **Fresh, timely, and relevant delivered to you each quarter! Next quarter coming soon, Q4 2018**
Portal Update: October 1, 2018