



Fall Marketing Challenge 2016

Hey Everyone!

We are so excited to announce our Fall Marketing Challenge! This challenge is designed to give you marketing ideas for the fall season and provide content for your social media for a full 30 days! This is a foundation, but we want you to get creative with each and every day!

One key tip during the fall months, is using Facebook Ads! We have one day in our schedule where you "Boost a Post", but you should consider running a campaign throughout fall, boosting various posts during this challenge.

We encourage everyone to follow along on our Tall Pine Marketing social media, where we will be posting examples of this content. Please engage with us on Facebook and Instagram as well as post it on your Social Pages for us to interact with you!

We ask that you use the hashtag **#tallpinechallenge** so that we can see your posts and give you a virtual fist bump! Also come up with your own hashtag specific to your business!

Happy Posting!

Rhonda & Kayla

Fall Marketing Challenge 2016

Monday	Tuesday	Wednesday	Thursday	Friday
			Sept. 22 Fall Themed Cover Photo	23 Community Involvement
26 Fall Photo Contest - Our Contest #tallpinefallfoto	27 Post an "Ask Me Anything"	28 Wisdom Wednesday Fall Theme	29 Fall Inspiration -Picture	30 Boost a Previous Post
Oct. 3 Promote/Host an Event	4 Fall Recipe	5 Offer Fall Guide for Visitors	6 Home Decor	7 Family Activities
10 Fall Article Industry Related	11 Favorite Book	12 Showcase Another Small Business	13 Fill In the Blank	14 Hold a "can-do" event -Donating Can Foods
17 Fall Holiday -Boss's Day	18 Cozy Coffee - Picture or Recipes	19 Fall Inspiration -Color Palette	20 Offer Football Promotion - Special Deal when team wins	21 Fall Local Sports
24 Competitive Poll -Favorite Sports Team/Player	25 Share your favorite fall music/song	26 Repeat something that worked well	27 Thankful Thursday	28 Employees wear favorite sports jersey!
31 Share Customer Costume's	Nov. 1 Fall Themed Social Media Party	2 Send Out Customer Thank You's!		