

Announce food festivals																													
1	Updated:																												
2		Q1 2019:												Q2 2019:															
3		1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/7	5/							
4	Promos												Launch Landing Page								Launch Website								
5																													
6	Email								Build automated emails				Thank you for signing up								Pre Launch		Launch Giveaway						
7																													
8	Social Media								Target competitors w/ ads				Custom gift codes on socials				Pre Launch Survey				Launch Giveaway / Ads								
9																													
10	Events	Cooking Workshops											Cooking Workshops								Farmers Market		Cooking Workshops						
11																													
12	Local	Partner w/ Tampa local influencers														Partner w/ Orlando local influencers											Local food festivals		
13																													
14	PR															Send products to journalists				Contact journalists									
15																													
16	Blog	Build educational content for keyword terms																Survey		Farmers Market		Launch		Highlight food					
17																													
18	PPC	Research competitors											Ads for Landing Page											Ads for Launch					
19																													
20	Affiliates	Research competitors loyalty program											Launch loyalty program				Send free products				Offer give								
21																													
22	Direct Mail																												
23																													
24	Influencers												Launch Food Influencer Campaign											Launch Food Influencer Campaign					
25																													
26																													
27																													
28																													