

OUTREACH CALENDAR

Quarterly Strategy | FY 2024
Department: Communications

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	NOTES / GOALS
01 Newsletter Monthly Digest	02	03 LinkedIn Case Study Post	04	05 Webinar Q&A Session	â€¢ Focus: Brand Awareness â€¢ KPI: 15% increase in lead gen â€¢ Coordinate with Design team for visual assets.
08	09 Partnership Sponsor Outreach	10	11 Email Follow-up Wave 1	12	
15 Content Whitepaper Launch	16	17	18 Event Industry Mixer	19	â€¢ Focus: Networking â€¢ Mid-month Review scheduled for 17th.
22	23 Social Video Spotlight	24	25	26 Reporting Metric Analysis	