# **Seasonal Blogging Plan**

Think about two ways you could use a seasonal angle to talk about your service or product.  Include what you’re going to do to promote your ideas, such as through a blog, press release or ad campaign.

And note when you’ll have to do it by!

I’ve put in a few events to start you off but you can add in any more you like.

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| **Seasonal Event** | **Idea 1** | **Idea 2** | **Deadline** |
|  |  |  |  |
| Pancake Day / Lent |  |  |  |
| Valentine’s Day |  |  |  |
| Mother’s Day |  |  |  |
| New tax year |  |  |  |
| Easter |  |  |  |
| Spring |  |  |  |
| May Day |  |  |  |
| Father’s Day |  |  |  |
| Summer |  |  |  |
| August Bank Holiday |  |  |  |
| Back to school |  |  |  |
| Autumn |  |  |  |
| Halloween |  |  |  |
| Guy Fawkes |  |  |  |
| Christmas |  |  |  |
| New Year |  |  |  |
| Winter |  |  |  |