Forthright.

Marketing Calendar

2024

January 2024

Campaigns running: ETUs, Fortinet CTAP, LG Medical AIO

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Happy New Year New Year's day	2	3 Goals for 2024: We can help	4	5 ControlUp Gartner Report	6
8	9	10 Evara Case Study	11	12	13
15 ControlUp post MLK day	16 **Start Fortinet email series**	17	18	19	20
22	23	24	25 Fortinet post	26 Teams is down globally	27
29 **FTP BLOG: 7 IT trends for 2024**	30 Fortinet post	31			

Legend:
- Social media
- Emails
- Deliverables
- Ads
- FTP Event/Mtg
- Conference
- Sponsoring Conference
- Event w/partner

Forthright.

February 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Teams/SP training Fortinet post	2	3
5	6	7	8 Fortinet post	9 Tech Tribe blog post	10
12	13 Fortinet post Post: MSP 500 Award	14 Teams/SP training Future of CX Expo (Ft. Lauderdale)	15 Fortinet post	16 Tech Tribe blog post	17
19 Fortinet CTAP President's Day	20	21 Teams/SP training	22	23 Tech Tribe blog post	24
26 Fortinet CTAP	27	28 Sponsoring CIO breakfast	29		

■ Social media   ■ Emails   ■ Deliverables   ■ Ads   ■ FTP Event/Mtg   ■ Conference   ■ Sponsoring Conference   ■ Event w/partner

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March 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 **Forthright Forward** Employee Appreciation Tech Tribe blog post Honda/Cognizant Classic	**2**
4 Cognizant Classic Volunteering at Feed America	**5** State of the CIO	**6** Farewell HH for Rachel	**7** Citrix Sales Kickoff (Orlando)	**8** Citrix/vmware changes Tech Tribe blog post	**9**
11	**12** IGEL Disrupt	**13**	**14**	**15** Tech Tribe blog post	**16**
18	**19**	**20**	**21** IGEL Disrupt **Spot On Newsletter**	**22** Spot On Newsletter Tech Tribe blog post	**23** Teams/SP training
25	**26**	**27**	**28**	**29** Fortinet post Tech Tribe blog post	**30** Fortinet post

■ Social media ■ Emails ■ Deliverables ■ Ads ■ FTP Event/Mtg ■ Conference ■ Sponsoring Conference ■ Event w/partner

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April 2024

Campaigns running: Fortinet CTAP, Teams/SharePoint Training, IGEL Disrupt, , vmware/Nutanix, LG Medical AIO

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Phishing/April Fools Easter Monday/April Fool's	2 Fortinet post Nutanix post	3	4 Fortinet post Nutanix post	5 Tech Tribe blog post	6
8	9 Fortinet post	10	11 Fortinet post	12 Tech Tribe blog post	13
15	16 Fortinet post IGEL Disrupt	17 IGEL Disrupt	18 IGEL Disrupt	19 Forthright Focus IGEL Disrupt Tech Tribe blog post	20 IGEL Disrupt
22	23 IGEL Disrupt **Spot On Newsletter**	24 Cyber series	25 Spot On Newsletter	26 Tech Tribe blog post	27
29 Cyber series **Dinner @ Disrupt**	30 Pic from Monday's dinner Pic from IGEL Disrupt	1			

IGEL Disrupt Miami

■ Social media	■ Emails	■ Deliverables	■ Ads	■ FTP Event/Mtg	■ Conference	■ Sponsoring Conference	■ Event w/partner	■ Fun Day

Forthright.

May 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Disrupt follow up HCN Brochure finalized HCN virtual booth uploaded		1 World Password Day **(post & Blog)** Cyber Series	2 Cyber series (1-week prior)	3 **Teams/SharePoint Training** Tech Tribe blog post	4 **May the 4th/SW day (post)**
6 **Cyber series**	7 **IGEL Follow up** Cyber Series	8 **Cyber series**	9 Cyber Series **Cyber webinar series**	10 Tech Tribe blog post	11
13 **Recognizing Phishing post and blog**	14 **RCCL case study & video**	15 **Teams/SharePoint Training**	16 **Cyber series**	17 Forthright Focus (tentative) Tech Tribe blog post	18
20 **Cyber series**	21 **Cyber series**	22 **Cyber series**	23 Cyber Series **Cyber webinar series**	24 Tech Tribe blog post	25
27 **Memorial Day** Memorial Day	28 **Newsletter post & email**	29	30 **Teams/SharePoint Training** Tech Tribe blog post	31	

🟦 Social media 🟪 Emails 🟦 Deliverables 🟨 Ads 🟩 FTP Event/Mtg ⬛ Conference ⬛ Sponsoring Conference 🟩 Event w/partner 🟪 Fun Day

Forthright.

June 2024

Campaigns running: Fortinet CTAP, cyber series, Teams/SharePoint Training, prep for HCN

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: HCN Brochure to printer 7/3 Promote webinar 7/10					1
3 **Cyber Series (this month)**	4 **Nutanix case study**	5 **Email Security Post & Blog**	6	7 **Teams/SharePoint Training** Tech Tribe blog post	8
10 **Cyber series (this week)**	11 **Cyber Series**	12 **Cyber series (tomorrow)**	13 **Cyber Series** **Cyber webinar series**	14 Forthright Focus (tentative) Tech Tribe blog post	15
17 HCN: Look forward to seeing you sent to last year's list	18 **Evara case study**	19 **Newsletter post & email** (opt 1)	20 World Productivity Day **P&C solutions**	21 Tech Tribe blog post	22
		HCN 30th Board Conference			
24 **Cyber series (this week)** HCN Follow up (Carine)	25 **Cyber Series**	26 **Cyber series (tomorrow)** **Newsletter post & email** (opt 2)	27 **Cyber Series** **Cyber webinar series**	28 **Teams/SharePoint Training** Tech Tribe blog post	29

■ Social media ■ Emails ■ Deliverables ■ Ads ■ FTP Event/Mtg ■ Conference ■ Sponsoring Conference ■ Event w/partner ■ Fun Day

Forthright.

July 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 **Ransomware Awareness** **Cyber Series (this month)**	**2**	**3** **Teams/SharePoint Training**	**4** **4ᵗʰ of July** Independence Day	**5** **Ransomware Awareness** Tech Tribe blog post	**6**
8 **Cyber series (this week)**	**9** **Ransomware Awareness** **Cyber Series (in 2 days)**	**10** **Cyber series (tomorrow)** Webinar w/Flexxible	**11** **Cyber Series (in 3 hrs)** **Cyber webinar series**	**12** Tech Tribe blog post	**13** **Ransomware Awareness**
15 **Ransomware Checklist**	**16**	**17**	**18** **Ransomware Awareness**	**19** Forthright Focus (tentative) **Teams/SharePoint Training** Tech Tribe blog post	**20**
22 **Cyber series (this week)**	**23** **Cyber Series (in 2 days)** **Ransomware Awareness**	**24** **Cyber series (tomorrow)**	**25** **Cyber Series (in 3 hrs)** **Cyber webinar series**	**26** **System Admin Day (post)** Tech Tribe blog post	**27**
29	**30** **Ransomware Awareness**	**31** **Teams/SharePoint Training**			To do this month:

■ Social media   ■ Emails   ■ Deliverables   ■ Ads   ■ FTP Event/Mtg   ■ Conference   ■ Sponsoring Conference   ■ Event w/partner   ■ Fun Day

Forthright.

August 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:			1 **Cyber Series (this month)**	2 Tech Tribe blog post	3
5 **Cyber series (this week)**	6	7 **Cyber series (tomorrow)**	8 **Cyber webinar series**	9 Tech Tribe blog post	10
12	13 **Teams/SharePoint Training**	14	15	16 Forthright Focus (tentative) Tech Tribe blog post	17
19 **Cyber series (this week)**	20	21 **Cyber series (tomorrow)**	22 **Cyber webinar series**	23 Tech Tribe blog post	24
26	27	28 **Teams/SharePoint Training**	29	30 Tech Tribe blog post	31

■ Social media   ■ Emails   ■ Deliverables   ■ Ads   ■ FTP Event/Mtg   ■ Conference   ■ Sponsoring Conference   ■ Event w/partner   ■ Fun Day

Forthright.

September 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2 Labor Day	3 **Cyber Series (this month)**	4	5	6 Tech Tribe blog post	7
9 **Cyber series (this week)**	10	11 **Cyber series (tomorrow)** Webinar w/airSlate	12 **Cyber webinar series**	13 Tech Tribe blog post	14
16	17	18	19	20 Forthright Focus (tentative) Tech Tribe blog post	21
23 **Cyber series (this week)**	24	25 **Cyber series (tomorrow)**	26 **Cyber webinar series**	27 Tech Tribe blog post	28
30					To do this month:

□ Social media   □ Emails   □ Deliverables   □ Ads   □ FTP Event/Mtg   □ Conference   □ Sponsoring Conference   □ Event w/partner   □ Fun Day

Forthright.

October 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:	1 **Cybersecurity Awareness** **Cyber Series (this month)**	2 Rosh Hashanah	3	4 Tech Tribe blog post	5
7 **Cyber series (this week)**	8 **Cybersecurity Awareness**	9 **Cyber series (tomorrow)**	10 **Cyber webinar series**	11 Tech Tribe blog post Yom Kippur	12 **Cybersecurity Awareness**
14 Columbus/Indigenous People's Day	15	16 **Cybersecurity Awareness**	17	18 Forthright Focus (tentative) Tech Tribe blog post	19
21 **Cyber series (this week)**	22	23 **Cyber series (tomorrow)**	24 **Cyber webinar series**	25 **Cybersecurity Awareness** Tech Tribe blog post	26
28	29 **Cybersecurity Awareness**	30	31 **Halloween (cyber attacks)** Halloween		

DattoCon (Miami)

□ Social media　□ Emails　□ Deliverables　□ Ads　□ FTP Event/Mtg　□ Conference　□ Sponsoring Conference　□ Event w/partner　□ Fun Day

Forthright.

November 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Holiday gift prep 2025 Marketing Plan/Budget				1	2
4	5 Election Day	6	7	8	9
11 **Cyber series (this week)** Veterans Day	12	13 **Cyber series (tomorrow)**	14 **Cyber webinar series**	15 Forthright Focus (tentative)	16
18	19	20	21	22	23
25	26	27	28 Thanksgiving	29	30

Legend:
◼ Social media ◼ Emails ◼ Deliverables ◼ Ads ◼ FTP Event/Mtg ◼ Conference ◼ Sponsoring Conference ◼ Event w/partner ◼ Fun Day

Forthright.

December 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7
9 **Cyber series (this week)**	10	11 **Cyber series (tomorrow)**	12 **Cyber webinar series**	13	14
16	17	18	19	20	21
23	24	25 Christmas Day/Hanukkah begins	26	27	28
30	31				To do this month:

■ Social media ■ Emails ■ Deliverables ■ Ads ■ FTP Event/Mtg ■ Conference ■ Sponsoring Conference ■ Event w/partner ■ Fun Day

Forthright.

January 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:		1 New Year's Day	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
26	27	28	29	30	31

■ Social media ■ Emails ■ Deliverables ■ Ads ■ FTP Event/Mtg ■ Conference ■ Sponsoring Conference ■ Event w/partner ■ Fun Day

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2024 Content Calendars

- Blog posts
- Social media posts (Calendar in HubSpot)