

**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			

# February 2024

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

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	15 Fortinet post	16 Tech Tribe blog post	17
	Future of CX Expo (Ft. Lauderdale)				
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		

# March 2024

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 <b>Forthright Forward</b> Employee Appreciation Tech Tribe blog post <b>Honda/Cognizant Classic</b>	2
4 Cognizant Classic Volunteering at Feed America	5 <b>State of the CIO</b>	6 Farewell HH for Rachel	7 <b>Citrix Sales Kickoff (Orlando)</b>	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 <b>Spot On Newsletter</b>	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

# 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					

# May 2024

Campaigns running: Fortinet CTAP, cyber series, Teams/SharePoint Training, IGEL  
Disrupt follow up

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><u>To do this month:</u></p> <ul style="list-style-type: none"> <li>Disrupt follow up</li> <li>HCN Brochure finalized</li> <li>HCN virtual booth uploaded</li> </ul>		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 4 <sup>th</sup> /SW day (post)
6 Cyber series	7 Cyber Series	8 Cyber series	9 Cyber Series Cyber webinar series	10 (Internal) Financial Planning Tech Tribe blog post	11
13 Recognizing Phishing post and blog	14 IGEL Recap article	15 Teams/SharePoint Training	16 Cyber series	17 Tech Tribe blog post	18
20 Cyber series	21 Cyber series	22 Cyber series Newsletter post & email	23 Cyber Series Cyber webinar series	24 Tech Tribe blog post	25
27 Memorial Day Memorial Day	28	29 IGEL recap blog post	30 Teams/SharePoint Training	31 Tech Tribe blog post	

# June 2024

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

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>To do this month:</b></p> <ul style="list-style-type: none"> <li>HCN stuff to printer 6/3</li> <li>Internal newsletter</li> </ul>	<ul style="list-style-type: none"> <li>Promote webinar 7/10</li> <li>Get RCCL, FPL, &amp; Convey to attend Flexible webinar</li> </ul>				1
3	4	5	6	7	8
		Email Security Post & Blog	Cyber Series (next week)	Tech Tribe blog post	Tech Tribe blog
10	11	12	13	14	15
Cyber series (this week) Sponsoring HCN	Nutanix case study	Cyber series (tomorrow) Cyber Series	HCN: Look forward to seeing you sent to last year's list Cyber webinar series Cyber webinar series Fortinet CTAP	Forthright Focus Teams/SharePoint Training Tech Tribe blog post	
17	18	19	20	21	22
HCN pre-event email 2 Prod. Day Blog post Sponsoring HCN (stop by booth)	Newsletter post & email Evara case study	Flexible webinar1 & post	World Productivity Day World Productivity Day P&C solutions	Tech Tribe blog post	Tech Tribe blog
HCN 30 <sup>th</sup> Board Conference					
24	25	26	27	28	29
Cyber series (this week) HCN Follow up (Carine)	HCN f/u Flexible webinar2 & post	Cyber series (tomorrow) Cyber Series	webinar dates Cyber webinar series Fortinet CTAP Cyber webinar series	Teams/SharePoint Training Tech Tribe blog post	Tech Tribe blog

# July 2024

Campaigns running: **Ransomware Awareness Month**, cyber series, Teams/SharePoint Training; promote team/values; social posts on MS & Cyber

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Flexible webinar post Ransomware Awareness	2 Cyber series (next week) Webinars this month: Cyber & Flexible Record cyber series recap Run-thru w/Flexible	3 HCN f/u Teams/SharePoint Training	4 4 <sup>th</sup> of July Independence Day	5 Ransomware Awareness Tech Tribe blog post	6 Flexible webinar post
8 Flexible webinar post Cyber series (this week) Flexible webinar (this week)	9 Flexible webinar post Ransomware Awareness	10 Cyber Series (tomorrow) Cyber series (tomorrow) Webinar w/Flexible	11 Cyber series Recap Q&A (post recording) HCN f/u	12 Tech Tribe blog post	13 Ransomware Awareness
15 Ransomware Checklist Carine to f/u Flexible webinar	16 HCN f/u	17 HCN f/u webinar (opt 1)	18 Ransomware Awareness Cyber Series (next week)	19 Forthright Focus (tentative) Teams/SharePoint Training Tech Tribe blog post	20
22 Cyber series (this week)	23 Ransomware Awareness	24 Cyber series (tomorrow) HCN f/u	25 Cyber Series (in 3 hrs) Cyber webinar series	26 System Admin Day (post) Tech Tribe blog post	27 Ransomware Awareness
29 HCN f/u	30 Ransomware Awareness	31 HCN f/u webinar (opt 2) Teams/SharePoint Training			<b>To do this month:</b> <ul style="list-style-type: none"> <li>Need new topics/theme for cyber series??</li> <li>Build MS campaign, downtime</li> <li>Follow up from HCN</li> </ul>



# August 2024

Campaigns running: cyber series , airSlate webinar, Teams/SharePoint Training, social posts on MS & Cyber

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Finalize & schedule MS campaign			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

# September 2024

Campaigns running: cyber series, airSlate webinar, Teams/SharePoint Training, Managed services campaign

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 Nat'l IT Professionals Day	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:

# October 2024

Campaigns running: Cybersecurity Awareness Month, cyber series, Teams/SharePoint Training, Managed services campaign

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)

# November 2024

Campaigns running: ETUS (end of year budget), cyber series, Managed services campaign

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

# December 2024

Campaigns running: ETUS (end of year budget), planning for 2025,

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:

# January 2025

Campaigns running: ETUS (end of year budget), planning for 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

# 2024 Content Calendars

- [Blog posts](#)
- [Social media posts](#) (Calendar in HubSpot)