



FREEDOM BOAT CLUB
2024 Content Calendar

Key & Notes

Text = TBC / to be updated

EDM = End of Month

SOM = Beginning of Month

Marketing Approach/Strategy:
Align Marketing with business goals focusing on the following priorities: (1) Brand building, (2) Attracting & Engaging leads & (3) Converting new members by selling the lifestyle!

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Tier 1 Boat Shows/Events	BOATING / INDUSTRY RELATED INITIATIVES											
	CES (1/9-12) Toronto Boat Show (1/19-28)	MIBS/Miami (2/4-18) Freedom Forum (2/16-3/1)							Cannes Show (9/10-15) NBS (9/12-15)	FLBS (10/30-11/3)		
	AMI (1/30)		BassMaster Classic (3/22-24 in OK)				ICAST (E28/Fishing/Boating) (7/16-19 in Orlando)					
	Bradenton (1/7) Chicago (1/10) North Carolina (1/11) Atlanta (1/11) Charlotte (1/11) Hartford (1/18) St Pete (1/18) Naples (1/18) Minneapolis (1/18) Charleston (1/26)	Bonita Springs (2/29)	Tampa (3/1) Long Island (3/10)	Suncoast (4/19) CT Springs (4/26)		Bradenton (6/9) Tampa (6/21)			Suwanee (9/21) Tampa (9/27) Lake Lanier (9/29)	Towboy (10/4)		
Boating related "Milestones"			Pre Boating Season	Boating Season Kick-Off	National Water Safety Month Wear Your Life Jacket to Work Day (5/17) National Safe Boating Week (5/18-24) National Maritime Day (5/22)	Boating Season National Fishing & Boating Week (6/1-9) National Marina Day (6/15) National Go Fishing Day (6/18) Summer Solstice (6/21)	Boating Season National Boating Day (7/1)	Boating Season Coast Guard Birthday (8/4) Lighthouse Day (8/7)	Boating Season World Maritime Day (9/26)			Holiday Boat Parades
Freedom "Milestones"	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary
U.S. Holidays(+)	HOLIDAYS											
	New Year's Day (1/1) MLK Jr. Day (1/15)	Valentine's Day (2/14) Presidents Day (2/19)	St. Patrick's Day (3/17) Spring Equinox (3/19) Easter (3/31)		Mother's Day (5/12) Memorial Day (5/27)	Father's Day (6/16) Summer Solstice (6/20)	Independence Day (7/4)			Halloween	Thanksgiving Black Friday Cyber Monday / Cyber Week	Hanukkah Christmas
Pop Culture "Holidays" [Opportunities for Social Activation]	POP CULTURE & TRENDS											
	Trivia Day (1/4) Word Nerd Day (1/9) Penguin Awareness Day (1/20) Hot Sauce Day (1/22) Fun at Work Day (1/26) Chocolate Cake Day (1/27)	Groundhog Day (2/2) Super Bowl (2/11) Mardi Gras / Fat Tues (2/13) Random Acts of Kindness Day (2/17) Battery Day (2/18) Int'l Polar Bear Day (2/27)	Women's History Month Employee Apprec. Day (3/1) Cinco de Mayo (5/5) Daylight Saving (3/10) Pi Day (3/14) Puppy Day (3/23)	April Fools (4/1) Siblings Day (4/10) Submarine Day (4/11) Scrabble Day (4/13) Tax Day (4/15) Boston Marathon (4/15)	Kentucky Derby (5/4) Star Wars Day/May 4th Be With You (5/4) Cinco de Mayo (5/5) Talk Like a Toda Day (5/21) Sunscreen Day (5/27)	National Donut Day (6/7) Best Friends Day (6/8) Donald Duck Day (6/9) Bourbon Day (6/14) Int'l Picnic Day (6/18) Take Dog To Work Day (6/21) Meteor Watch Day (6/30)	Bastille Day (7/14) Ice Cream Day (7/21)	Watermelon Day (8/3) Coast Guard Birthday (8/4) Work Like A Dog Day (8/5) Lighthouse Day (8/7) Relaxation Day (8/15) Tell A Joke Day (8/16) Dog Appreciation Day (8/26) Bow Tie Day (8/28)	Cheese Pizza Day (9/5) Hug Your Hound Day (9/8) Positive Thinking Day (9/13) Guacamole Day (9/16) Talk Like A Pirate Day (9/19) National Clean Up Day (9/21) Punctuation Day (9/24) Crush A Can Day (9/27)	Int'l Coffee Day (10/1) Taco Day (10/4) Boss Day (10/16) American Beer Day (10/27)	Daylight Saving (11/3) Happy Hour Day (11/12) World Kindness Day (11/13) Pickle Day (11/14) Go For A Ride Day (11/22)	National Christmas Lights Day (12/1) Cookie Day (12/4) Ugly Sweater Day (12/20)
	FREEDOM BOAT CLUB DIGITAL ROAD MAP											
	Target Launch	Location pages (launched Jan 15)					** launch for Web App & Mobile App					
BoatClass	CROSS SELL/UPSELL OPPORTUNITIES & INITIATIVES											
		Press Event at MIBS Paid Media starts mid-Feb	Classes start 3/1									
Public Relations (PR)	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Paid Media Campaigns PRIMARY CAMPAIGN THEME	FBC PAID, OWNED & EARNED MARKETING ACTIVATIONS											
	CES	FBC hit +60K Trips (2023) MIBS Event / Oppy: Cecil interviews: FBC growth/int'l expansion Long lead pitches with print pubs/magazines Australia media pitch	St. Patrick's Day events: (1) Chicago (2) Tampa-Mayor on FBC boat	First Time Boaters Hispanic/Latino Pitch Earth Day: Clean Up	First Time Boaters Hispanic/Latino Pitch BoatClass (Safety & Training)	First Time Boaters Hispanic/Latino Pitch	First Time Boaters Hispanic/Latino Pitch	First Time Boaters Hispanic/Latino Pitch	35th Anniversary			
Owned: Prospects PRIMARY CAMPAIGN THEME												
	New Year, New View			EOM: Brand Campaign Launches			More Awaits Brand Campaign			Holiday		
	New Year, New View			EOM: Brand Campaign Launches			More Awaits Brand Campaign			Holiday		
Owned: Members PRIMARY CAMPAIGN THEME	New Year, New View	New Year, New View 35th Anniversary	New Year, New View 35th Anniversary More Awaits Campaign	More Awaits Campaign Earth Day	More Awaits Campaign National Safe Boating Week	More Awaits Campaign National Fishing & Boating Week	TBC More Awaits Campaign 35th Anniversary	TBC More Awaits Campaign 35th Anniversary National Dog Day	TBC More Awaits Campaign 35th Anniversary	35th Anniversary	Holiday	Holiday
	New Year, New View			EOM: Brand Campaign Launches			More Awaits Brand Campaign			35th Anniversary		
	Holiday											



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Align Marketing with business goals focusing on the following priorities: (1) Brand building, (2) Attracting & Engaging leads & (3) Converting new members by selling the lifestyle!

	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	BOATING / INDUSTRY RELATED INITIATIVES											
Tier 1 Boat Shows/Events	CES (1/9-12) Toronto Boat Show (1/19-28)	MIBS/Miami (2/4-18) Freedom Forum (2/26-3/1)							Cannes Show (9/10-15) NBS (9/12-15)	FLBS (10/30-11/3)		
Tier 2 Boat Shows/Events	AMI (1/30)		BassMaster Classic (3/22-24 in OK)				ICAST (8/28/Fishing/Boating) (7/16-19 in Orlando)					
Tier 3 Boat Shows/Events	Bradenton (1/5) Chicago (1/10) North Carolina (1/11) Atlanta (1/11) Charlotte (1/11) Hartford (1/18) St Pete (1/18) Naples (1/18) Minneapolis (1/18) Charleston (1/26)	Bonita Springs (2/29)	Tampa (3/1) Long Island (3/10)	Suncoast (4/19) CT Springs (4/26)		Bradenton (6/9) Tampa (6/11)		Suwanee (9/21) Tampa (9/27) Lake Lanier (9/29)		Towday (10/4)		
Boating related "Milestones"			Pre Boating Season	Boating Season Kick-Off	National Water Safety Month Wear Your Life Jacket to Work Day (5/17) National Safe Boating Week (5/18-24) National Maritime Day (5/22)	Boating Season	National Fishing & Boating Week (6/1-9) National Marina Day (6/15) National Go Fishing Day (6/18) Summer Solstice (6/21)	Boating Season	Boating Season			Holiday Boat Parades
Freedom "Milestones"	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary	35th Anniversary
	HOLIDAYS											
U.S. Holidays(+)	New Year's Day (1/1) MLK Jr. Day (1/15)	Valentine's Day (2/14) Presidents Day (2/19)	St. Patrick's Day (3/17) Spring Equinox (3/19) Easter (3/31)		Mother's Day (5/12) Memorial Day (5/27)	Father's Day (6/16) Summer Solstice (6/20)	Independence Day (7/4)			Halloween	Thanksgiving Black Friday Cyber Monday / Cyber Week	Hanukkah Christmas
POP CULTURE & TRENDS												
Pop Culture "Holidays" (Opportunities for Social Activation)	Trivia Day (1/4) Word Nerd Day (1/9) Penguin Awareness Day (1/20) Hot Sauce Day (1/22) Fun at Work Day (1/26) Chocolate Cake Day (1/27)	Groundhog Day (2/2) Super Bowl (2/11) Mardi Gras / Fat Tues (2/13) Random Acts of Kindness Day (2/17) Battery Day (2/18) Int'l Polar Bear Day (2/27)	Women's History Month Employee Apprec. Day (3/1) Cinco de Mayo (5/5) Daylight Saving (3/10) Pi Day (3/14) Puppy Day (3/23)	April Fools (4/1) Siblings Day (4/10) Submarine Day (4/11) Scrabble Day (4/13) Tax Day (4/15) Boston Marathon (4/15)	Kentucky Derby (5/4) Star Wars Day/May 4th Be With You (5/4) Cinco de Mayo (5/5) Talk Like a Yoda Day (5/21) Sunscreen Day (5/27)	National Donut Day (6/7) Best Friends Day (6/8) Donald Duck Day (6/9) Bourbon Day (6/14) Int'l Picnic Day (6/18) Take Dog To Work Day (6/21) Meteor Watch Day (6/30)	Watermelon Day (8/3) Coast Guard Birthday (8/4) Work Like A Dog Day (8/5) Lighthouse Day (8/7) Relaxation Day (8/15) Tell A Joke Day (8/16) Dog Appreciation Day (8/26) Bow Tie Day (8/28)	Cheese Pizza Day (9/5) Hug Your Hound Day (9/8) Positive Thinking Day (9/13) Guacamole Day (9/16) Talk Like A Pirate Day (9/19) National Clean Up Day (9/21) Punctuation Day (9/24) Crush A Can Day (9/27)	Int'l Coffee Day (10/1) Taco Day (10/4) Boss Day (10/16) American Beer Day (10/27)	Daylight Saving (11/3) Happy Hour Day (11/12) World Kindness Day (11/13) Pickle Day (11/24) Go For A Ride Day (11/22)	National Christmas Lights Day (12/1) Cookie Day (12/4) Ugly Sweater Day (12/20)	
Target Launch	Location pages (launched Jan 15)					~ launch for Web App & Mobile App						
CROSS SELL/UPSELL OPPORTUNITIES & INITIATIVES												
BoatClass		Press Event at MIBS Paid Media starts mid-Feb	Classes start 3/1									
	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
FBC PAID, OWNED & EARNED MARKETING ACTIVATIONS												
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Paid Media Campaigns PRIMARY CAMPAIGN THEME	New Year, New View			EOM: Brand Campaign Launches			More Awaits Brand Campaign			Holiday		
	Owned: Prospects PRIMARY CAMPAIGN THEME			More Awaits Brand Campaign						Holiday		
	New Year, New View	New Year, New View 35th Anniversary	New Year, New View 35th Anniversary More Awaits Campaign	More Awaits Campaign Earth Day	More Awaits Campaign National Safe Boating Week	More Awaits Campaign National Fishing & Boating Week	TBC More Awaits Campaign 35th Anniversary	TBC More Awaits Campaign 35th Anniversary National Dog Day	TBC More Awaits Campaign 35th Anniversary	35th Anniversary	Holiday	Holiday
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	New Year, New View			More Awaits Brand Campaign						Holiday		
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	New Year, New View			More Awaits Brand Campaign						Holiday		
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	New Year, New View	New Year, New View 35th Anniversary	New Year, New View 35th Anniversary More Awaits Campaign	More Awaits Campaign Earth Day	More Awaits Campaign National Safe Boating Week	More Awaits Campaign National Fishing & Boating Week	TBC More Awaits Campaign 35th Anniversary	TBC More Awaits Campaign 35th Anniversary National Dog Day	TBC More Awaits Campaign 35th Anniversary	35th Anniversary	Holiday	Holiday
	New Year, New View			"More Awaits" Brand Campaign			35th Anniversary			Holiday		
	EOM: Brand Campaign Launches											