

# MarComms Activities

## Seasonal Activity

There is always something happening that you can reflect on in your communications and activities. Be it about the weather, holidays or special days.

## Other external activity

This will help you to identify national, local, political, industry issues that you might want to discuss and consider in your conversations

## Industry Updates

For example - Trade fairs, awards, industry experts etc

## Networking events

Networking events that you plan to attend

## External Seminars and events

Other events you plan to attend that other people run. You might also exhibit or speak at these events.

## Partners updates

The people you work with can help you to find interesting stories and engaging content.

## Own Seminars

Events that you host and organise

## Company news

Planned communications and anniversaries that you want to tell your audiences about.

## Employee & Conversation starter

These rows highlight that they should be adapted according to your business-related activities and your audience.

## Product range

Breaking down the elements of what you do will help provide you focus on your conversations. Whether this be products, services or extras.

## Offer

This is self-explanatory; however, it should complement the rows above and influence the conversations below.

## Video

This is a user-friendly form of communication with apparent great user demand. Video also gives you a different way to explore your topics of conversation. However, it is up to the individual business whether they want to explore this avenue

## Email marketing and newsletter

Some people like to send regular communications to their audience, and it will depend on your business and your audience if this is something you consider.

## Blogs and Press Releases

Like emails and newsletter, how often you undertake these tasks are dependent on your business and your audience. However, if content is being created for the above activities, it would be silly to let it go to waste. Writing blogs and press releases in some organisations drive the rest of the communications. Repurposing and using content in different places, with correct links will help to grow the engagement for your business.

## Social media focus

If you discussed one from each row above each week you would have plenty of content for your social media conversations. Picking one a week can help provide focus.



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