




























# ACCELERATE

## ALL CONTACTS CALENDAR




















SUN	MON	TUES	WED	THURS	FRI	SAT
<ul style="list-style-type: none"> <li>• 8 to 10 "touches" per month</li> <li>• Emails, social media, web</li> <li>• Weekly &amp; Monthly Market Update</li> <li>• Articles, presentations, tools, video</li> <li>• Marketing management tools</li> </ul>			1  Marketing Statistics to advisor	2  MMU to Compliance	3  Monthly Market Update to contacts & social media	4  Auto-resend to non-opens
5  WMU to Compliance	6  Weekly Market Update to contacts	7  Auto-resend to non-opens	8  Explainer Video to Compliance	9  Explainer Video to social media	10  Auto-resend to non-opens	11
12  WMU to Compliance	13  Weekly Market Update to contacts	14  Auto-resend to non-opens	15  Bounce and opt-out management	16  Explainer Video to contacts	17  Auto-resend to non-opens	18
19  WMU to Compliance	20  Weekly Market Update to contacts	21  Auto-resend to non-opens	22  Topic Content to Compliance	23  Topic Content to contacts & website	24  Auto-resend to non-opens	25
26  WMU to Compliance	27  Weekly Market Update to contacts	28  Auto-resend to non-opens	29	30  Topic Content to Social Media	31  Monthly Website Library Update	

# ACCELERATE

## HIGHER FREQUENCY CALENDAR











SUN	MON	TUES	WED	THURS	FRI	SAT
<ul style="list-style-type: none"> <li>• 6 to 7 touches per month</li> <li>• Emails, social media, web</li> <li>• Weekly Market Update</li> <li>• Articles, presentations, tools, video</li> </ul>			1	2	3	4
5  WMU to Compliance	6  Weekly Market Update to contacts	7  Auto-resend to non-openers	8	9	10	11
12  WMU to Compliance	13  Weekly Market Update to contacts	14  Auto-resend to non-openers	15	16  Explainer Video to contacts	17  Auto-resend to non-openers	18
19  WMU to Compliance	20  Weekly Market Update to contacts	21  Auto-resend to non-openers	22  Topic Content to Compliance	23  Topic Content to contacts & website	24  Auto-resend to non-openers	25
26  WMU to Compliance	27  Weekly Market Update to contacts	28  Auto-resend to non-openers	29	30	31	

# ACCELERATE

## LOWER FREQUENCY CALENDAR



SUN	MON	TUES	WED	THURS	FRI	SAT
<ul style="list-style-type: none"> <li>• 2 to 3 touches per month</li> <li>• Emails, social media, web</li> <li>• Monthly Market Update</li> <li>• Articles, presentations, tools, video</li> </ul>			1	2  MMU to Compliance	3  Monthly Market Update to contacts	4  Auto-resend to non-opens
5	6	7	8	9	10	11
12	13	14	15	16  Explainer Video to contacts	17  Auto-resend to non-opens	18
19	20	21	22  Topic Content to Compliance	23  Topic Content to contacts & website	24  Auto-resend to non-opens	25
26	27	28	29	30	31	