



MARKETING CHART

	SEPT	ост	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
BRANDING UPDATE	BRANDED BEET Brand Book / Rubric									
UX RESEARCH	BRLLNT				Websi	/ebsite User Experience				
BASE MAP	GUIDE STUDIOS Wayfinding / Mapping									
DIGITAL DASHBOARD	BACKCOUNTRY DRAFT Data Tracking / KPIs									
EVENT STRATEGY	DDA & PARTNERS					2025 comprehensive schedule				
DIGITAL STRATEGY	DDA					Website Content / Ads				
SOCIAL STRATEGY	DDA & BRANDED BEET					Social Channels / Influencers				
PRINT STRATEGY	DDA					Mail / Collateral / Ads / Kiosks/ Banners				
EARNED MEDIA STRATEGY		DDA Media Pitches / Influencers / TV / Press Rele							ss Release	
RETAIL STRATEGY	DDA & PARTNERS									
GIFT CARD UPDATE							MICONEX		Upd	ate / Rebrand
WEBSITE UPDATE							GEOCE	NTRIC		Update