

EMPLOYEE COMMUNICATIONS CALENDAR 2024

Buyer personas
(SmartSpending™)

Blog campaigns
(+ matching images)

January

Holiday planning

Start building saving habits

Holiday planning

February

Get the most out of
[platform] this year

Employee Appreciation Day

Date night

March

SmartSpending™ Guide:
Spring/Summer edition

Everyday savings

April

Financial wellbeing

Entertaining
family/hosting Easter
brunch

May

Prepare for summer

Summer essentials

June

Daily Deals Week

Travel/family holiday

July

Physical wellbeing

Back to school

August

How have we done so far?
Platform highlights and
shoutouts

Days out

September

SmartSpending™ Guide:
Autumn/Winter edition

Preparing for winter

October

Prioritise your wellbeing
during the winter months

Wellbeing

November

Black Friday

Daily Deals Week

Preparing for the holidays

December

How [platform] changed my
holiday season

What our family saved in a
year