



# Marketing Planner 2011



	January	February	March	April	May	June	July	August	September	October	November	December
<b>LifeClub Campaigns</b>		Back to School		Easter	Mother's Day	Winter			Spring		Christmas	
<b>Campaign Direct Mailers</b>		Growing Families Mailer			Loyals Mailer	Lost Loyals Mailer			VIP Mailer		Loyals and Lost Loyals Mailers	
<b>Campaign Dates</b>		31 Jan – 27 Feb		4 Apr – 25 Apr	27 Apr – 8 May	23 May – 24 July			5 Sept – 2 Oct		7 Nov – 24 Dec	
<b>Catalogues</b>		Back to School Catalogue	Hot Offers Catalogue	Easter Colouring in Competition	Mother's Day Catalogue	Winter Preventative Health Catalogue	Winter Hot Products Catalogue	Middle Pharmacy Promotional Catalogue	Spring Catalogue	Pink Ribbon Catalogue	Christmas Gift and Fragrance Catalogue	Summer Essentials, Travel Health, Gift
<b>Catalogue Dates</b>		31 Jan – 27 Feb	7 Mar – 27 Mar	4 Apr – 25 Apr	27 Apr – 8 May	23 May – 19 Jun	27 Jun – 24 Jul	1 Aug – 28 Aug	5 Sept – 2 Oct	10 Oct – 30 Oct	7 Nov – 27 Nov	5 Dec – 24 Dec
<b>Catalogue Emails</b>		Back to School eDM	Hot Offers eDM		Mother's Day eDM	Winter Health eDM		Middle Pharmacy Promotion eDM	Spring eDM	Pink Ribbon eDM	Christmas eDM	
<b>Messages on Hold</b>	Weight Loss, Detox, Quit Smoking, Kids Health, Head Lice, Pregnancy		Vitamins, Skincare, Beauty, Diabetes, Seniors Health, Sleep		Heart Health, Immunity Vitamins, Probiotics, CoQ10, Digestion, Arthritis		Osteoporosis, Glucosamine, Calcium, Pain Management, Kids Winter Health, Family Immunity		Asthma, Hayfever, Eczema, Pink Ribbon, Weight Loss, Detox		Men's Health Vitamins, Fish Oil, Party Season Health, Sports Nutrition, Travel Health, Christmas	
<b>On Card Messaging</b>	Weight loss, Detox, Quit Smoking, General Wellbeing	Kids Health, Head Lice, Pregnancy, Natural Health	Vitamins, Skincare, Beauty, Women's Health (PMS)	Sleep, Seniors Health, Diabetes, First Aid	Mother's Day, Heart Health, Asthma, coQ10	Probiotics, Immunity Vitamins, Digestion, Arthritis	Osteoporosis, Pain Mgmt, Kids Winter Health, Cold & Flu	Glucosamine, Calcium, Healthy Bones, Family Health	Father's Day, Asthma, Hayfever, Eczema	Pink Ribbon, Weight loss, Detox, Baby Health	Men's Health Vitamins, Movember (Prostate), Sports Nutrition, Fish Oil	Party Season Health, Christmas, Travel Health, Energy Levels
<b>LifeClub Health Solutions</b>	Quit Smoking	Head Lice	Sleep	Diabetes	Heart	Arthritis	Family Winter Health & Immunity	Osteoporosis	Kids Asthma	Women's Natural Remedies	Men's Health	Party Season Health
<b>LifeClub Emails</b>	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails	Birthday Emails, Welcome Emails
<b>Suggested Marketing</b>		Update your details Promotion	Reactivation Email		Double Dollars Mother's Day Direct Mailer	VIP Direct Mailer	Reactivation Email		Threshold Direct Mailer		VIP Shopper Night Reactivation Direct Mailer	
<b>Your store's marketing activity</b>												



\* Refer to your Local Area Marketing Folder for additional marketing ideas to promote your pharmacy at a local level. If you would like to discuss some marketing opportunities that could work for your pharmacy, email [marketing@lifeclub.com.au](mailto:marketing@lifeclub.com.au) or phone the LifeClub team on (02) 9248 2620.