

ENVOY MARKETING THEMES & EVENTS

<p style="text-align: center;">JANUARY – Anniversary Theme</p> <ul style="list-style-type: none"> • Host Urban Office Pizza Party celebrating Envoy Anniversary • EMAILS: Celebrating 6 years of success thank you clients offer: Random drawing to receive 1 of 6 \$25 gift cards • STRATEGIC PARTNERSHIPS: Send partner email to their leads - <i>Thank you clients offer</i> <i>*Same offer as above</i> • VIDEO POST: <i>Thank you clients offer</i> <i>*Same offer as above</i> 	<p style="text-align: center;">FEBRUARY – Love Theme</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Share the love! Tell a friend about Envoy; with each new signed client receive a \$50 gift card! • STRATEGIC PARTNERSHIPS: Host webinar on relationship marketing tips – love your clients! • VIDEO POST: Relationship marketing tips – love your clients! 	<p style="text-align: center;">MARCH – Luck Theme</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: You're in Luck! Offer: Random drawing to receive a \$25 gift card on 3/17/20 • STRATEGIC PARTNERSHIPS: Send partner email to their leads – It takes more than luck to get meetings, Envoy has mastered the art of getting to the decisionmaker • VIDEO POST: <i>*Same as above</i>
<p style="text-align: center;">APRIL – Spring Cleaning Theme</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Spring Cleaning - Tell a friend about Envoy; with each new signed client, receive a \$50 gift card! • STRATEGIC PARTNERSHIPS: Host webinar on tips for keeping your data clean • VIDEO POST: Spring Cleaning - tips for keeping your data clean 	<p style="text-align: center;">MAY – Sell Like a Jedi Theme</p> <ul style="list-style-type: none"> • Host Urban Office Cupcake Party May the 4th be with you • EMAILS: May the 4th be with you! Team Envoy can get you to the decisionmakers using our Jedi master mind tricks • STRATEGIC PARTNERSHIPS: Send partner email to their leads - <i>*Same as above, getting to decision makers</i> • VIDEO POST: <i>*Same as above, getting to decision makers</i> 	<p style="text-align: center;">JUNE – No Objections to Summer</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Summer Splash – keep selling when everyone else is out on vacation • STRATEGIC PARTNERSHIPS: Host webinar on tips for handling objections • VIDEO POST: <i>*Same as above, handling objections</i>
<p style="text-align: center;">JULY – Black Friday in July</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: We can't promise you a black card! But your chance to win a random drawing to receive a \$25 gift card • STRATEGIC PARTNERSHIPS: Send partner email to their leads – <i>*Same offer as above</i> • VIDEO POST: The art of creating buzz for your brand with surveys and special promotions 	<p style="text-align: center;">AUGUST – Dress for Success</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Bow Tie Day 8/28/20 – Dress for success and see what happens! • STRATEGIC PARTNERSHIPS: Host webinar on being your best self, feel successful, be successful • VIDEO POST: <i>*Same as above</i> 	<p style="text-align: center;">SEPTEMBER – Back to the Grind with Coffee</p> <ul style="list-style-type: none"> • Urban Office Coffee Tasting – Back to the grind (post summer) • EMAILS: National Coffee Day 9/29/20 – Get back to the grind, we'll help with your chance to win a \$25/Starbucks card • STRATEGIC PARTNERSHIPS: Send partner email to their leads – <i>*Same as above</i> • VIDEO POST: Staying motivated, even without coffee!
<p style="text-align: center;">OCTOBER(Fest)</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Spend time with friends – the importance of balance – and while you're out, we're working hard for you! • STRATEGIC PARTNERSHIPS: Host webinar on the importance of balance • VIDEO POST: <i>*Same as above</i> 	<p style="text-align: center;">NOVEMBER – Giving Thanks</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Random drawing to receive a one of three \$25 gift cards in thanks • STRATEGIC PARTNERSHIPS: Send partner email to their leads – always be thankful for your clients • VIDEO POST: <i>*Same as above</i> 	<p style="text-align: center;">DECEMBER – Holiday Reflections</p> <ul style="list-style-type: none"> • EVENT: Attend ONE networking event • EMAILS: Share the love! Tell a friend about Envoy; with each new signed client receive a \$50 gift card! • STRATEGIC PARTNERSHIPS: Host webinar on (your) lessons learned in the last year and invite others to share theirs • VIDEO POST: <i>*Same as above</i>