

Marketing activity schedule Q4

Campaign Schedule			
Marketing Activity	January	February	March
S.M.A.R.T.			
S.M.A.R.T. Information Flyer		1 st Feb	
S.M.A.R.T. Card reprints		Mid/late Feb	
S.M.A.R.T. Feedback forms		1 st Feb	
British Journal of Nursing - Product Focus Article (MASD/SMART)		Late Feb publication	
British Journal of Nursing – Advert		To accompany MASD article above	
Web banners S.M.A.R.T. – Wound care Handbook website	1 st to 31 st Jan	1 st to 29 th Feb	1 st to 31 st Mar
Wound Care Handbook advert – Total Barrier Protection	-	Mid/late-Feb	-
Medi Derma-PRO			
Product Comparison Flyer – MD-PRO v Proshield	-	1 st Feb	-
Medi Derma-PRO Product Information Flyer	15 th Jan	-	-
Total Barrier Protection Brochure	15 th Jan		
E-shot – Medi Derma-PRO v Proshield Comparison		Early-Feb [First Wave]	Early-March [Follow up]
E-shot – Medi derma-PRO Cost savings + Dressing cost savings		Early-Feb [First Wave]	Early-March [Follow up]
Standard Dressings Range			
Standard Dressings Flyer - quick switch/like for like messaging	-	1 st Feb	-
Standard Dressings Direct Mail Campaign		Mid Feb	
British Journal of Nursing - Product Focus Article (MARS)	-	-	Late March publication
Events			
Facebook Live Event	16 th Jan		
Wound Care Today Conference		26 th /27 th Feb	
Road Shows North/South			March/April