

Industry Content Calendar for Printers

A 12-month plan built around the Buyer-Trigger Model™. Every topic is written for the buyer, not for the printer — mapped to the moments your customers are actively thinking about a print need.

Q1 PRODUCTION

JANUARY	What to tell your designer before they submit a file	BLOG	EMAIL	
FEBRUARY	Offset vs. digital: how to choose for your next run	BLOG	PRINT	
MARCH	Paper weights, coatings, and finishes explained for non-printers	BLOG	EMAIL	SOCIAL

Q2 DIRECT MAIL

APRIL	How to build a direct mail list that actually delivers	BLOG	EMAIL	
MAY	Format guide: postcards, self-mailers, and envelope packages compared	BLOG	PRINT	
JUNE	Tracking response on a print campaign without a big budget	BLOG	EMAIL	SOCIAL

Q3 FALL PLANNING

JULY	How to get more out of your print budget this year	BLOG	EMAIL	
AUGUST	Variable data printing: what it is and when it pays off	BLOG	PRINT	
SEPTEMBER	Trade show print: what to order, how early, and what to skip	BLOG	EMAIL	SOCIAL

Q4 YEAR-END

OCTOBER	Designing for the holiday mailbox: what gets opened	BLOG	EMAIL	
NOVEMBER	Print for customer retention: the year-end touch that keeps buyers coming back	BLOG	PRINT	
DECEMBER	Planning your next year of print and marketing	BLOG	EMAIL	SOCIAL

HOW TO USE THIS CALENDAR

Plan a full year before you write a single word. Consistent beats brilliant, every time. Topics rotate with seasonal logic in the Buyer-Trigger Model™ — Q2 leans into direct mail because that's when buyers plan spring campaigns; Q4 is built around retention and planning because that's what's on your customers' minds in October and November.