2027 COMPUTERS & TELECOMMUNICATIONS MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JAN	**New Year tech checkup**	**2027 magnetic calendar**	Send a business technology review checklist for devices, networks and phones.	Post a 3-point office technology health check video.	Chamber kickoff mixer / small business breakfast	Give calendars with a QR link to request a tech review.
FEB	**Simplify everyday tech**	**Branded cable organizer**	Email tips to cut desk clutter and organize connected devices.	Share a desk cable makeover before-and-after reel.	Coworking space demo / business networking event	Include organizers in first-service welcome kits.
MAR	**Backups that work**	**Checklist mouse pad**	For World Backup Day, send a backup-and-restore test checklist.	Post 3 questions every business should ask about its backups.	Small business IT workshop / chamber lunch	Give mouse pads printed with backup reminder tips.
APR	**Business calls that connect**	**Foldable phone stand**	Explain how to review call routing, voicemail and business phones.	Demonstrate a smooth customer call handoff in a short clip.	VoIP / communications demo at a business meetup	Give phone stands following a call-system consultation.
MAY	**Small business connectivity**	**Branded tech pouch**	Share a practical guide to Wi-Fi coverage and workday connectivity.	Carousel: common office Wi-Fi trouble spots and fixes.	Small business expo / local entrepreneur fair	Hand out tech pouches with a network review card.
JUN	**Summer remote-work readiness**	**Microfiber screen cloth**	Email a checklist for secure devices, video calls and remote access.	Post an easy webcam and screen setup checklist.	Remote-work webinar / summer business mixer	Pair screen cloths with remote-work tips for clients.

A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: business event | Week 4: useful gift

WE PUT YOUR BRAND TO WORK

Use appropriate email opt-outs; obtain required consent for outreach.
Verify technology gift compatibility, safety and recipient policies.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	CLIENT GIFT
JUL	**Reduce business downtime**	**Compact LED flashlight**	Send a simple outage-response and communications backup checklist.	Post what to check before an internet or phone outage.	Facilities / office manager networking session	Give flashlights with a business continuity reminder.
AUG	**Back-to-business upgrades**	**Multi-tip charging cable**	Email a device refresh and phone-system planning guide.	Show a quick checklist for preparing new staff workstations.	Back-to-business expo / employer networking event	Include charging cables in new-client onboarding kits.
SEP	**Business continuity planning**	**Branded power bank**	Share steps for keeping key contacts and services accessible in disruptions.	Post a business continuity plan: people, power, and phones.	Community preparedness fair / business workshop	Offer power banks to selected clients at planning reviews.
OCT	**Cybersecurity awareness**	**Webcam privacy cover**	For Cybersecurity Awareness Month, share account and device safety tips.	Weekly posts on phishing, MFA and software updates.	Cybersecurity lunch-and-learn / chamber seminar	Give webcam covers with a cyber safety tip card.
NOV	**Thank clients & partners**	**Insulated travel tumbler**	Send a sincere thank-you and invite feedback on support needs.	Share client wins or team appreciation with permission.	Client appreciation coffee / partner networking meetup	Deliver tumblers with personalized thank-you notes.
DEC	**Plan next year's technology**	**2028 desk planner**	Email an IT, phone-system and connectivity planning worksheet.	Share a simple 2028 tech budgeting timeline.	Year-end business planning session / chamber mixer	Give planners with a QR link to book a 2028 review.

MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Repeat each campaign across your channels.

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