

Q1

Focus: Warehouse

	Month 1	Month 2	Month 3
Webinar	Intro To IDI	Warehouse Label Solutions	Sustainable Warehouse Solutions
Lunch & Learns	Labels 101	Selling Warehouse Labels	Selling Sustainability
Podcasts	<ol style="list-style-type: none">1. How To Spot Label Opportunities2. Label Lingo3. Who You Want To Talk To	<ol style="list-style-type: none">1. Top 5 Warehouse Label Terms2. Tip To Grow Your Label Orders	<ol style="list-style-type: none">1. Sustainability In Warehouse2. The Most Impactful Way To Sell Sustainability
Newsletters	<ol style="list-style-type: none">1. Intro to IDI & reminder about where to find marketing collateral, upcoming webinar schedule2. Webinar 1 follow up. Intro to warehouse labels	<ol style="list-style-type: none">1. Warehouse labels, Podbean link2. Warehouse label innovations	<ol style="list-style-type: none">1. How to identify warehouse label opportunities2. Sustainable warehouse labels
Marketing Material	<ol style="list-style-type: none">1. Warehouse solutions 1-pager2. Warehouse infographic3. Article - 3 Warehouse Label Innovations To Increase Efficiency4. Article - Supply Chain Labels	<ol style="list-style-type: none">1. Article - linerless labels2. Article - VI labels	<ol style="list-style-type: none">1. Article - RFID labels2. Article - Direct thermal v. thermal transfer labels