

# Cape & Plymouth Business Marketing – Annual Editorial Outline

*Months are subject to change*

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## JANUARY – Marketing & Business Foundations

**Theme:** New Year, Smart Strategy

**Core Focus:**

- Marketing & business planning for the year ahead
- Visibility, goal-setting, and growth mindset

**Editorial Elements:**

- Business Spotlights
- Nonprofit Spotlight: *The Center at Cape Cod Village*
- SCORE feature
- National Mentoring Month tie-in
- Featured business

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## FEBRUARY – The Heart of Business

**Core Pillars:**

- Healthy leadership & managing stress
- Building relationships that matter
- Workplace culture & employee well-being
- Community, purpose & giving back

## **MARCH – WATCHLIST**

### **Primary Focus:**

- Watchlist honorees
- Leadership, innovation, and regional impact

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## **APRIL – Spring Into Growth**

**Theme:** Strategy, Visibility & Community Impact

### **Core Pillars:**

- Small Business Week spotlights
- Q2 marketing plans & momentum
- Marketing Mondays: Learn, Apply, Grow
- National Volunteer Month: Community Impact in Action

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## **MAY – Small Business, Big Impact**

**Theme:** Celebrating Small Business Month

### **Core Pillars:**

- Small Business Month spotlights
- Mindful leadership & mental health
- Community connections & giving back
- Growth season: what's working now

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## **JUNE – 40 UNDER 40**

**Theme:** 40 Under 40 Awards, Margaritaville Resort Cape Cod

### **Primary Focus:**

- Honorees

## **JULY – Summer of Small Business**

**Theme:** Visibility, Balance & Staying Connected

**Core Pillars:**

- Staying visible during summer slowdowns
- Seasonal vs year-round business models
- Summer marketing strategies that work
- Spotlight: standout local business

**Secondary Feature: Work Hard, Live Well**

- Work-life balance
- Flexible schedules
- Mental wellness & burnout prevention

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## **AUGUST – Reset & Refocus**

**Theme:** Wellness, Planning & Preparing for Fall

**Core Pillars:**

- National Small Business Week
- National Wellness Month
- Mid-year resets & strategy check-ins
- Preparing for fall marketing & events

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## **SEPTEMBER – BEST PLACES TO WORK**

## **OCTOBER – ENTERPRISING WOMEN**

## **NOVEMBER – Gratitude, Giving & Community Impact**

### **Core Pillars:**

- Businesses giving back locally
- Nonprofit impact stories
- Business–nonprofit partnerships
- Veterans-focused organizations

### **Secondary Feature: Reflect, Reset & Prepare**

- Lessons learned in 2026
- What worked / what didn't
- Preparing for 2027
- End-of-year marketing planning

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## **DECEMBER – Shop Local, Give Local**

### **Core Sections:**

- Local Gift Guide
- Unique & experience-based gifts
- Winter local shopping guide
- Community giving spotlights
- Sponsor appreciation
- Nonprofit winter needs
- Year-in-review highlights

### **Optional Feature: Gifts That Give Back**

- Businesses supporting causes
- Nonprofit gift ideas
- Experience-based giving