

MARKETING CALENDAR FOR HOME CLEANING AUTOMATIONS

Base Automation	Automation Name	Document Code	January	February	March	April	May	June	July	August	September	October	November	December
Yes	Deep Cleaning Upsell	HCDUP	E1 01/15			E2 04/15				E3 08/15				
Optional	High Traffic Sanitizing Upsell	HCVUP	E1 01/05						E2 07/05		E3 09/15			
Yes	Appliance Cleaning Upsell	HCAUP		E1 02/15			E2 05/15					E3 10/15		
Optional	Express Maid Upsell	EMSUP		E1 02/05				E2 06/15		E3 08/05				
Optional	Carpet Cleaning Upsell	HCCUP			E1 03/15		E2 05/25		E3 07/25					
Yes	Home Cleaning Recurring Upsell	HCRUP			E1 03/05			E2 06/05					E3 11/05	
Optional	Window Cleaning Upsell	WNUP				E1 04/05			E2 07/15			E3 10/05		
Yes	Gift Cards Upsell	GIFTUP					E1 05/05				E2 09/05			E3 12/15
Yes	Holiday Cleaning Upsell	HCHUP										E1 10/30	E2 11/15	E3 12/05