

# MIDSTATE TOOL 2020 MARKETING SCHEDULE

REVISED APRIL 28, 2020 - OUR CURRENT REALITY

## The BIG BOOK is Officially CANCELLED.

Your feedback has been very important to us especially as we face an unusual business climitt. Therefore, we are making a marketing course-correction with our catalog publications. Although the BIG BOOK is gone, we will still publish 8 times-a-year the with following catalogs:



Begin each quarter featuring top selling items from ALL of our major product lines. This catalog has more pages showing the **WIDE** range of products available to your customers!



This mid-quarter publication will include all things New and Special. Also featuring themed and seasonal offerings showing the **DEEP** range of products available.

**MAY**

**JUNE**

Highlights 16

**NEW WEBSITE PROJECT**

More Information/Content - Ease of Use - Better Searches

**Q2**

**JULY**

**AUGUST**

**SEPTEMBER**

**OCTOBER**

**NOVEMBER**

**DECEMBER**

Highlights Plus

Highlights 16

VIRTUAL TOOL SHOWCASE

Highlights Plus

Highlights 16

TOOLBOX Q3

MFG. FLIERS?

TOOLBOX Q4

MFG. FLIERS?

Holiday Gift Ideas  
Marketing Blast  
(via Email?)

**NEW WEBSITE PROJECT**

More Information/Content - Ease of Use - Better Searches

**Q3**

**Q4**

Highlights 16 = HIGHLIGHTS  
16 PAGES OF NEW & SPECIAL

Highlights Plus = Highlights Plus  
MORE PAGES - CROSS-SECTION of Product Lines

TOOLBOX Q = TOOLBOX  
20 PAGES OF GREAT TOOLS

MFG. FLIERS? = SALES FLIERS FROM MANUFACTURERS  
WHEN AVAILABLE - NO PRICES