

'LOOK for the WaterMark' - Tapware

ABCB content calendar

Date	Channel/s	Details	Campaign copy
4 April	<ul style="list-style-type: none"> • ABCB Social media • Article published to ABCB websites • Email signature block 	Update social media (Facebook, LinkedIn company, LinkedIn NCC showcase, and LinkedIn WaterMark showcase) cover image; publish article to ABCB websites (ABCB, NCC and WaterMark); request ABCB staff include banner in email signature block;	
5 April	ABCB Newsletter	Feature article released in monthly newsletter	
6 April	ABCB Social media	Share Tapware campaign video	
25 May	ABCB Social media	Share Tapware campaign article	
27 May	ABCB eDM – advertisement	Web banner advertisement placement in scheduled eDM to ABCB subscription list.	
1 June	ABCB Social media	Share campaign copy	It's important to use certified products...
7 June	ABCB eDM – advertisement	Web banner advertisement placement in scheduled eDM to ABCB subscription list.	
8 June	ABCB Social media	Share campaign copy	Is your tap approved for use in Australia...
15 June	ABCB Social media	Share campaign copy	Not sure whether your next installation needs WaterMark certified products?...
22 June	ABCB Social media	Share campaign copy	There's a lot of different taps available: how do you...