

	<b>CAMPAIGN</b>	<b>CONTENT</b>	<b>RESOURCE</b>
<b>BIOGUARD CHEMICALS</b>	<ul style="list-style-type: none"> <li>•POOL OPENINGS + FREE LOCAL DELIVERY</li> <li>•REMINDER TO CALL, SCHEDULE, OUTREACH EFFORTS</li> <li>•2 POOL OPENING VIDEOS (1 TO PROMOTE) (1 TO EMAIL)</li> <li>• 2 FREE LOCAL DELIVERY / ECOMMERCE</li> </ul>	<ul style="list-style-type: none"> <li>•POOL OPENING CHEMICALS TO TALK ABOUT</li> <li>•ALGAE KILLING CHEMICALS</li> <li>•WATER TESTING AND WHY</li> <li>•WHAT CHLORINE AND SHOCK DOES</li> <li>• 2 ECOMMERCE VIDEOS</li> </ul>	<ul style="list-style-type: none"> <li>• UPDATED PRODUCT TALK VIDEOS (UPDATE YOUTUBE/ FACEBOOK PLAYLIST)</li> </ul>
<b>HOTSPRING SPAS</b>	<ul style="list-style-type: none"> <li>•HOTSPRINGS (TAX EVENT)</li> </ul>	<ul style="list-style-type: none"> <li>•BENEFITS OF A SPA</li> <li>•CHANGING SPA FILTERS</li> </ul>	
<b>RADIANT POOLS</b>	<ul style="list-style-type: none"> <li>•RADIANT (TAX EVENT: 3/15 - 4/30)</li> </ul>	<ul style="list-style-type: none"> <li>•BUILDING A RADIANT POOL</li> <li>•DESIGNING A RADIANT POOL FROM SCRATCH - TO - INSTALL (DARREN)</li> <li>•RADIANT MANUFACTURING</li> </ul>	<ul style="list-style-type: none"> <li>•BUILDING A RADIANT POOL</li> <li>•DESIGNING A RADIANT POOL FROM SCRATCH - TO - INSTALL (DARREN)</li> <li>•RADIANT MANUFACTURING</li> </ul>
<b>THURSDAY POOLS</b>	<ul style="list-style-type: none"> <li>• WRAP UP VIDEOS FOR 2018 INSTALLS (BEFORE / AFTER)</li> </ul>	<ul style="list-style-type: none"> <li>• COVERING 2018 INSTALLS = FINISHED</li> </ul>	
<b>ECOMM</b>	<ul style="list-style-type: none"> <li>10% OFF SALT POOLS: (MINERAL SPRINGS) + SMART SHIELD</li> </ul>	<ul style="list-style-type: none"> <li>•SHOWING OFF A SALT POOL + EQUIPMENT PAD</li> </ul>	<ul style="list-style-type: none"> <li>•EASE OF BUYING ONLINE/ FREE DELIVERY</li> </ul>