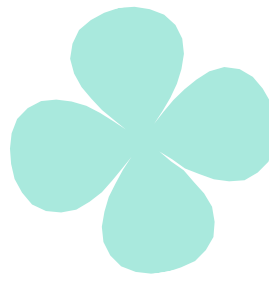




MARKETING PLANNER



2024



JANUARY

2024

NOTES

New Year's Day (January 1st): Launch the year with a New Year, New Wardrobe campaign.

- **Email & SMS Campaign:** Refresh Your Style for 2024 - Exclusive New Year Discounts!
- **Online Promo:** 10% off on all winter clearance items.
- **In-Store Promo:** Loyalty card double points for all January purchases.
- **BLOG POST:** New Beginnings: Revamp Your Style for the New Year" Offer tips and inspiration for refreshing one's wardrobe in the new year. Discuss popular fashion trends for the upcoming year and showcase some unique consignment finds that align with those trends.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15 Martin Luther King Jr Day	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



FEBRUARY

2024



NOTES

Valentine's Day (February 14th): Promote date night outfits, gift ideas, and couples' discounts.

- **Email & SMS Campaign: Love Your Wardrobe - Valentine's Day Specials Inside!**
- **Online Promo: Buy one, get one 50% off on selected date night outfits.**
- **In-Store Promo: Free gift wrapping for all Valentine's Day purchases.**
- **BLOG POST: "Celebrate Love: A Guide to Thrifty Valentine's Day Fashion"** Create a guide on putting together the perfect Valentine's Day outfit from consignment finds. Include tips for creating romantic looks on a budget, whether it's for a date night or a Galentine's celebration.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2 Groundhog Day	3	4
5	6	7	8	9	10 LUNAR NEW YEAR + VALENTINES GIFT GUIDE EMAIL + SMS	11
12 LAST CHANCE TO SHOP FOR VALENTINES EMAIL + SMS	13	14 HAPPY VALENTINES DAY TODAY GET 10% OFF JEWELRY EMAIL + SMS	15	16	17	18
19 PRESIDENT'S DAY Run a 1 day sale, discount online or BOGO	20	21	22	23	24	25
26	27	28	29 LEAP DAY			



MARCH

2024

NOTES

International Women's Day (March 8th):
Celebrate women with special promotions and features, Like New Arrivals, jewelry and feminine looks.

- Email & SMS Campaign: Out with the Old, In with the Chic - Spring Cleaning Sale!
- Online Promo: 15% off on all spring and summer items.

In-Store Promo: Donate old clothes, and get 20% off on a new purchase. **DONATE TO YOUR CHARITY**

BLOG POST: "Spring Cleaning: How to Declutter Your Closet and Earn Cash" Provide practical advice on decluttering and organizing closets, encouraging readers to consign items they no longer need. Offer tips on the consignment process and share success stories from your store.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8 International Women's Day	9	10 Daylight Savings Begins at 2:00 a.m.
11	12	13	14	15	16	17 St. Patrick's Day
18	19	20	21	22	23	24
25	26	27	28	29	30	31 Easter

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1 April Fool's Day	2 World Autism Awareness Day	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 World Creativity and Innovation Day
22 Earth Day	23	24	25	26	27	28
29	30					



APRIL

2024



NOTES

Earth Day (April 22nd): Highlight eco-friendly and why sustainable clothing options are the new way to go in 2024.

- **Email & SMS Campaign: Fashion with a Purpose - Celebrate Earth Day with Sustainable Choices!**
- **Online Promo: 10% off on eco-friendly and upcycled items.**
- **In-Store Promo: Bring your own bag and receive a discount on your purchase.**
- **BLOG POST: "Sustainable Fashion: Earth-Friendly Choices for a Stylish Spring"** Highlight the importance of sustainable fashion for Earth Day. Showcase eco-friendly clothing available in your consignment store, and educate readers on the environmental benefits of buying secondhand.



MAY



2024

NOTES

MOTHER'S DAY (MAY 12TH): SHOWCASE MOTHER-DAUGHTER OUTFITS AND OFFER SPECIAL DISCOUNTS FOR MOMS.

- **EMAIL & SMS CAMPAIGN: TREAT MOM TO SOMETHING SPECIAL - MOTHER'S DAY GIFT IDEAS!**
- **ONLINE PROMO: LIMITED EDITION MOTHER'S DAY GIFT BUNDLES + CREATE COLLECTIONS WITH GIFT GUIDE**
- **IN-STORE PROMO: FREE FLOWER BOUQUET WITH A PURCHASE OVER \$100 FOR MOTHER'S DAY.**
- **BLOG POST: "MOM'S THE WORD: FINDING THE PERFECT MOTHER'S DAY GIFTS AT CONSIGNMENT STORES" CURATE A LIST OF THOUGHTFUL AND UNIQUE CONSIGNMENT GIFT IDEAS FOR MOTHER'S DAY. SHOWCASE ITEMS THAT WOULD MAKE GREAT GIFTS FOR MOMS, GRANDMOTHERS, OR MOTHER FIGURES.**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4 Star Wars Day - May the 4th be with you!	5
6	7	8	9	10	11	12 Mother's Day
13	14	15	16	17	18	19 Plant Something Day
20	21	22	23	24	25	26
27 Memorial Day	28	29	30	31		

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8 Best Friends Day	9
10	11	12	13	14	15	16
17	18	19 Juneteenth Independence Day	20 June Solstice / First Day of Summer	21	22	23
24	25	26	27	28	29	30



JUNE

2024

NOTES

**SUMMER SOLSTICE (JUNE 21ST):
LAUNCH SUMMER COLLECTIONS AND PROMOTE SEASONAL ITEMS.**

- **EMAIL & SMS CAMPAIGN: SUN'S OUT, SAVINGS ON! - EXCLUSIVE SUMMER DEALS AWAIT!**
- **ONLINE PROMO: DISCOUNTS ON SUMMER ESSENTIALS - SWIMWEAR, SANDALS, AND HATS.**
- **IN-STORE PROMO: SUMMER LOYALTY CARD - EARN EXTRA POINTS FOR EVERY SUMMER PURCHASE.**

BLOG POST: "SUMMER STYLE SPOTLIGHT: EMBRACE THE SEASON WITH CONSIGNMENT FINDS" FEATURE MUST-HAVE SUMMER ITEMS AVAILABLE IN YOUR CONSIGNMENT STORE. INCLUDE TIPS ON CREATING VERSATILE AND STYLISH SUMMER LOOKS USING PRE-LOVED PIECES.



JULY



2024

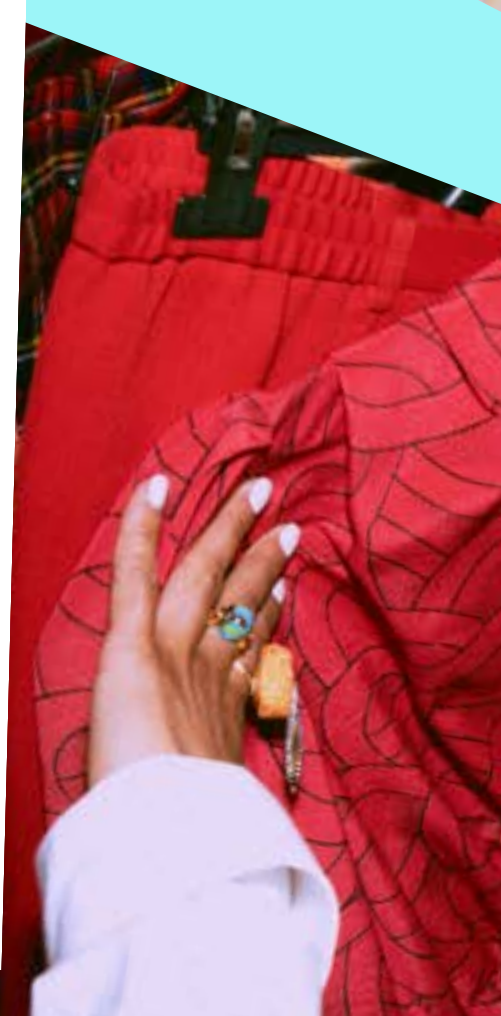
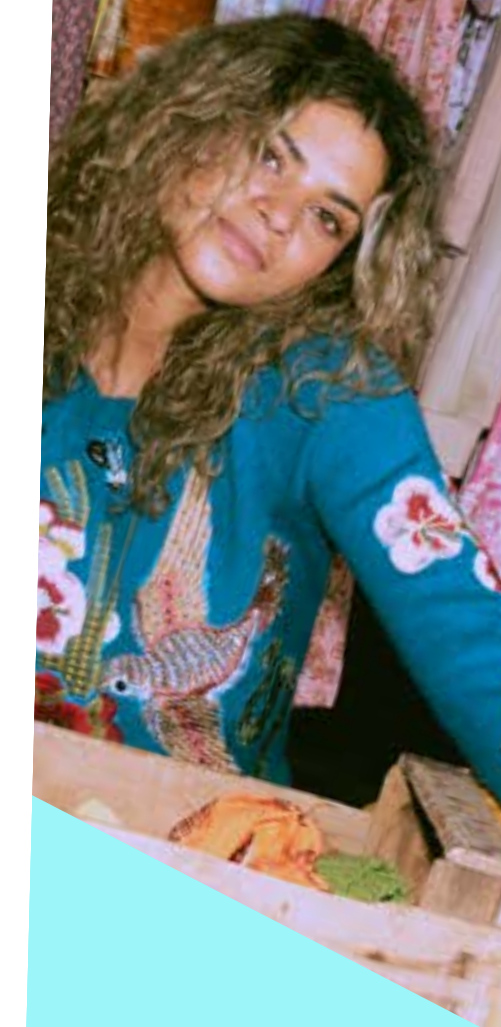
NOTES

INDEPENDENCE DAY (JULY 4TH): RUN A PATRIOTIC-THEMED SALE AND OFFER DISCOUNTS ON RED, WHITE, AND BLUE ITEMS.

- **EMAIL & SMS CAMPAIGN: SPARKLE AND SHINE - INDEPENDENCE DAY FLASH SALE!**
- **ONLINE PROMO: 20% OFF ON ALL RED, WHITE, AND BLUE ITEMS.**
- **IN-STORE PROMO: BUY ONE, GET ONE FREE ON SELECTED PATRIOTIC-THEMED CLOTHING.**

BLOG POST: "RED, WHITE, AND THRIFTY: FOURTH OF JULY FASHION ON A BUDGET" PROVIDE OUTFIT INSPIRATION FOR INDEPENDENCE DAY CELEBRATIONS, FOCUSING ON AFFORDABLE AND PATRIOTIC CONSIGNMENT FINDS. INCLUDE TIPS ON ACCESSORIZING WITH A TOUCH OF RED, WHITE, AND BLUE.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4 4th of July / US Independence Day	5	6	7
8	9	10	11	12 National Simplicity Day	13	14
15	16	17 World Emoji Day	18	19	20	21 National Ice Cream Day
22	23	24	25	26	27	28
29	30	31				



Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5 Blogger Day	6	7	8	9 Book Lovers Day	10	11
12	13	14	15	16	17	18
19	20	21 Senior Citizen's Day	22	23	24	25
26	27	28	29	30	31	

AUGUST

2024

NOTES



BACK-TO-SCHOOL SEASON: START PROMOTIONS EARLY FOR SCHOOL-APPROPRIATE CLOTHING AND ACCESSORIES.

- **EMAIL & SMS CAMPAIGN: GET READY FOR A STYLISH SCHOOL YEAR - BACK-TO-SCHOOL SAVINGS!**
- **ONLINE PROMO: DISCOUNTS ON SCHOOL-APPROPRIATE CLOTHING AND ACCESSORIES.**
- **IN-STORE PROMO: BACKPACK GIVEAWAY WITH A MINIMUM PURCHASE FOR THE FIRST 50 CUSTOMERS.**
- **BLOG POST: "BACK-TO-SCHOOL CHIC: SMART SHOPPING AT CONSIGNMENT STORES" OFFER A GUIDE FOR STUDENTS AND PARENTS ON FINDING FASHIONABLE AND BUDGET-FRIENDLY BACK-TO-SCHOOL OUTFITS AT CONSIGNMENT STORES. HIGHLIGHT THE VERSATILITY OF CONSIGNMENT PIECES FOR VARIOUS DRESS CODES.**



SEPTEMBER

2024

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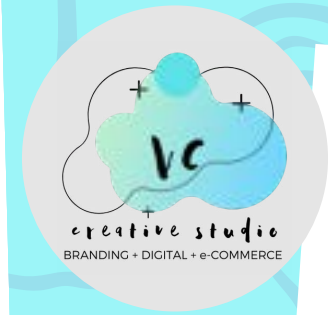
FASHION WEEKS: LEVERAGE GLOBAL FASHION WEEKS FOR INSPIRATION AND PROMOTIONS.

- **NATIONAL LATINE/HISPANIC HERITAGE MONTH (RUNS FROM SEPTEMBER 15 TO OCTOBER 15)**
- **EMAIL & SMS CAMPAIGN: FALL IN LOVE WITH FASHION - UNVEILING OUR AUTUMN COLLECTION!**
- **ONLINE PROMO: PRE-ORDER FALL FASHION ITEMS WITH AN EXCLUSIVE DISCOUNT.**
- **IN-STORE PROMO: FASHION SHOW EVENT SHOWCASING FALL TRENDS WITH IN-STORE DISCOUNTS.**

BLOG POST: "FALL FASHION PREVIEW: TOP TRENDS FROM THE CONSIGNMENT RACK" PREVIEW THE UPCOMING FALL FASHION TRENDS AND SHOWCASE CONSIGNMENT ITEMS THAT ALIGN WITH THESE TRENDS. ENCOURAGE READERS TO START BUILDING THEIR FALL WARDROBE WITH UNIQUE SECONDHAND PIECES.

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2 Labor Day	3	4	5	6 National Food Bank Day	7	8 Grandparents Day
9	10	11	12	13	14	15
16	17	18	19	20	21	22 Equinox / First Day of Autumn
23	24	25	26	27	28	29
30						





OCTOBER

2024

NOTES

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2 Rosh Hashanah begins	3	4	5	6
7 National Inner Beauty Day	8	9	10	11	12	13
14 Indigenous Peoples Day	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29 National Cat Day	30	31 Halloween			

HALLOWEEN (OCTOBER 31ST):
 HOST A COSTUME CONTEST, SELL HALLOWEEN-THEMED CLOTHING, AND OFFER DISCOUNTS FOR COSTUMES. IF YOU DON'T TAKE IN COSTUMES THEN CREATE COSTUME IDEAS WITH OUTFIT LOOKS

- BREAST CANCER AWARENESS MONTH

EMAIL & SMS CAMPAIGN: "SPOOKTACULAR SAVINGS - JOIN OUR HALLOWEEN COSTUME CONTEST!"

- ONLINE PROMO: DISCOUNTS FOR CUSTOMERS IN COSTUME; SUBMIT PHOTOS FOR A CHANCE TO WIN.
- IN-STORE PROMO: HALLOWEEN PARTY WITH TREATS, DISCOUNTS, AND A COSTUME CONTEST.

BLOG POST: "HALLOWEEN COSTUME CREATIVITY: THRIFTY IDEAS FROM CONSIGNMENT STORES" SHARE DIY HALLOWEEN COSTUME IDEAS USING ITEMS AVAILABLE IN YOUR CONSIGNMENT STORE. PROVIDE STEP-BY-STEP GUIDES FOR ASSEMBLING UNIQUE AND BUDGET-FRIENDLY COSTUMES.

NOVEMBER

2024

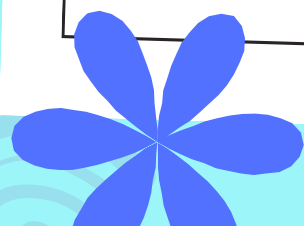


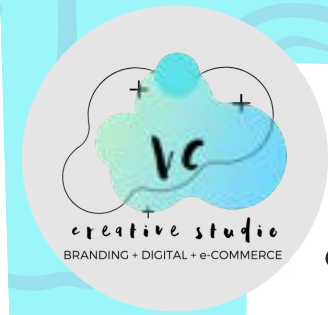
NOTES

BLACK FRIDAY (NOVEMBER 29TH) : PLAN A MAJOR ONLINE SALE WITH EXCLUSIVE DEALS FOR EARLY SHOPPERS
SMALL BUSINESS SATURDAY (NOVEMBER 30TH)
SECOND HAND SUNDAY (DECEMBER 1ST)
CYBER MONDAY (DECEMBER 2ND)
GIVING TUESDAY (DECEMBER 3RD)

- **EMAIL CAMPAIGN: "BLACK FRIDAY DEALS ARE HERE - SHOP TILL YOU DROP!"**
- **ONLINE PROMO: LIMITED-TIME DISCOUNTS AND EXCLUSIVE ONLINE-ONLY DEALS.**
- **IN-STORE PROMO: EARLY BIRD SPECIALS AND DOORBUSTER DEALS ON BLACK FRIDAY.**
- **BLOG POST: "BLACK FRIDAY SHOPPING: NAVIGATING CONSIGNMENT DEALS AND DISCOUNTS" CREATE A GUIDE FOR SAVVY BLACK FRIDAY SHOPPERS, EMPHASIZING THE ADVANTAGES OF FINDING UNIQUE ITEMS AT CONSIGNMENT STORES DURING THE HOLIDAY SHOPPING SEASON. HIGHLIGHT SPECIAL PROMOTIONS AND DISCOUNTS.**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3 Daylight Savings Time ends at 2:00 am
4	5	6	7	8	9	10
11 Veterans Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 Thanks-giving	29 Black Friday	30 Small Business Saturday	Second-hand Sunday





DECEMBER

2024

NOTES

- CHRISTMAS (DECEMBER 25TH): RUN A HOLIDAY CAMPAIGN, OFFER LAST-MINUTE DEALS, AND PROMOTE FESTIVE ATTIRE.**
- **MAIL CAMPAIGN: SPREAD THE JOY - HOLIDAY SAVINGS AND FESTIVE FUN AWAIT!**
 - **ONLINE PROMO: 12 DAYS OF CHRISTMAS DEALS LEADING UP TO THE HOLIDAYS.**
 - **IN-STORE PROMO: CAROLERS, HOT COCOA, AND SPECIAL DISCOUNTS FOR HOLIDAY SHOPPERS.**
 - **BLOG POST: "A SUSTAINABLE HOLIDAY: ECO-FRIENDLY GIFT IDEAS FROM CONSIGNMENT SHOPS" ENCOURAGE SUSTAINABLE AND THOUGHTFUL HOLIDAY SHOPPING BY SHOWCASING ECO-FRIENDLY GIFT OPTIONS AVAILABLE IN YOUR CONSIGNMENT STORE. EMPHASIZE THE IMPORTANCE OF REDUCING WASTE DURING THE GIFT-GIVING SEASON.**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
Cyber Monday	Giving Tuesday					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 Winter Solstice (shortest day of the year)	22
23	24 Christmas Eve	25 Christmas Day	26 Hanukkah begins	27	28	29
30	31 New Years					

