



CHRISTMAS 2019 PLANNER

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AUGUST

CHRISTMAS 2019 PLANNER

1. Set your Christmas campaign objectives

2. Decide on your Christmas theme

3. Brainstorm a list of creative posts/marketing ideas for each sales channel, don't forget it's not all about sales. Make sure you schedule engagement and festive feel good posts

4. Now's the time to look at any acquisition campaigns you need to run to increase your email marketing and social followers

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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SEPTEMBER

CHRISTMAS 2019 PLANNER

1. Brief your graphic designer on your Christmas theme and don't forget your vouchers!

2. Order paper and store decorations if required

3. Make a note of extended hours and important shipping dates

4. Book any media advertising

5. Book printing of marketing material

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

10 OCTOBER

CHRISTMAS 2019 PLANNER

1. Diary your email marketing campaigns
2. Diary website updates that need to be made
3. Diary your social media calendar
4. Diary your VIP Client event
5. Build your holiday gift guides

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27	28	29	30	31		

11 NOVEMBER

CHRISTMAS 2019 PLANNER

SUN	MON	TUE	WED	THU	FRI	SAT
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1. Schedule Posts

2. Schedule Website Updates

3. Draft and Schedule Email Campaign's

3. Order Food and Wine for VIP event

4. Develop your Merchandise plan for Christmas

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DECEMBER

CHRISTMAS 2019 PLANNER

1. Monitor posts and don't forget to post stories for higher engagement

2. Promote Shipping dates, when it's too late to ship promote click & collect and vouchers!

3. Send Christmas Greetings to your customers

4. Don't forget to promote Christmas through social media advertising

5. Don't forget to be organised for post-Christmas sales and returns

6. Remember your team at Christmas, it's a busy time and they need some festive love to see out the season!

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