

MARIPOSA

2018 MARKETING GUIDE

FALL/HOLIDAY 2018

B2B MARKETING PROMOTIONS

DATE	EVENT DETAILS	CODE (for spotlight notes)
October 1-31	Free Engraving for 3 Items: 668, 2727 & 3792 (through 10/31, no logos and max 30 characters)*	
October 17-31	Make a Statement Contest: Winners get their statement for free!*	Register email form in link
Oct 1-Nov 16	Fall Virtual Engraving Events: Schedule your free event, please refer to email for additional details	
October 20-26	Retired Products Sale: Up to 70% off select items*	
Oct 22- Nov 5	Fall Entertaining: Thanksgiving and Football GWP - Football Bottle Stopper with purchase of \$250+*	TOUCHDOWN
November 5-11	B2B Gift Guide 1: Extra 30-day dating for all orders over \$500+	JOYD
November 6	All You Need is Love: Pre-Order New collection ship by 12/10	
November 12-18	B2B Gift Guide 2: Spend \$250 on ceramics and choose ONE of three spreader sets for FREE: #6379, #6380 and #6375	JOYGWP
November 13	Bellini Special: Free Pitcher with purchase of \$250*	BELLINI

*denotes Mariposa reserves the right to market these initiatives to B2C

**subject to change based on available inventory

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DATE	EVENT DETAILS	CODE (for spotlight notes)
November 13-16	Immediate Ship Special: Free freight for orders over \$500	FF
November 16	Virtual Engraving End Date	
November 19-25	B2B Gift Guide 3: Buy 10 Number Candle Holder sets and receive 10 questions marks FREE	JOYGWP
November 23	Black Friday ONLY: 10% Discount off orders over \$500*	JOYBF
November 24	Small Business Saturday: Shop Local*	
November 26	Cyber Monday: Free Engraving up to 30 Characters*	JOYFE
December 3-9	B2B Gift Guide 4: Free Engraving on Small Double Runner Sled Server #1318 Engraveable Space is 1 line	JOYFE
December 10-16	B2B Gift Guide 5: 10% discount off Select Frames Bundle	JOYD
December 13	Reminder to stock-up for Valentine's Day!	
December 17-23	B2B Gift Guide 6: Stock up and save on Red Box Gift Items	REDBOX
December 26	Free Wine Plate Celebrate and Save Sale Room*	CHEERS

*Mariposa reserves the right to market initiatives in tandem with B2C initiatives

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