

Holiday Campaign Calendar

Pre-Content Creation (identify before October 1st)

What is the purpose of your campaign?

Increase sales • Brand awareness • New product launch • Holiday event/party

What venues do you intend to utilize?

Website

Blog

Home page announcements

Sliders

Pop-ups

Promotional emails

Digital ads

Google

Facebook

Instagram

Social media

Wherever you are already active

October – Getting Content Ready

Campaigns & Promotions

Determine the details and which venues they should be promoted through

Hook

Expiration

Stipulations

Website

Add tracking code & analytic goals

Secure access to website

Review where you want to showcase the campaign

Create blog – wait to publish

November blog & December blog

Visuals

Photos (holiday themed photos of products - if applicable)

Videos

Graphics

Email

Create at least one email for both November and December

Social Media

Brainstorm 2-3 posts per week

Hook, copy, visuals

Determine different angles/pain points

Ads

Determine total holiday ad budget

Create ads

Display/photos

Text copy



Early November - Announce Campaign Angle #1

Website

- Pop-ups & headers

Launch first email

- Review and update/add email contacts
- Include clear link to more info or an action location (blog/store/event RSVP)

Social Media

- 1x per week - about the campaign

Ad (10% of ad budget)

- \$5/day min
- If 10% of total ad budget is less than \$15, hold off on online advertising

November Week of Thanksgiving - Campaign Angle #1 Reminder

Review analytics

Website

- Bounces
- Goals achieved
- Time spent on website
- Amount of engagement
- Desired action completed

Email

- Open & Click Rate
- Tag people based on interests
- Bounce rate

Social posts

- Likes
- Comments
- Views/Impressions

Ads

- Total impressions
- Clicks through (cost of each click)
- Bounce rate
- Conversion rate (if applicable)

Actions after analytic review

Keep in mind - Black Fri., Small Business Sat., Cyber Mon., Giving Tues.

Update website – if applicable

Launch additional email

Social Media (2x per week)

- Keep content fresh – find different ways to say the same thing

Ad (20% of ad budget)

- \$5/day min
- If 20% is less than \$20, spend \$10



December - Week 1

Announce Campaign Angle #2

Launch 2nd ad - 20% of ad budget
Google and/or Facebook

Launch second email
Link to store
Link to blog (if applicable)

December - Week 2

2-3 social posts on campaign this week

Monitor any running ads - 25% of ad budget

December - Week 3

2-3 social posts on campaign this week
Continue regular content posts

Ad - 25% of ad budget

December - Week 4

Social Media Posting

Happy Holidays announcement
Careful about mentioning specific holidays and not others

Campaign Review - View Total Analytics

Feedback on website

- Bounces
- Goal achieved
- Time spent on website
- Amount of engagement
- Desired action completed

Email

Open & Click Rate
Tag people based on interests
Bounce rate

Social posts

Likes
Comments
Views/Impressions

Ads

Total impressions
Clicks through (cost of each click)
Bounce rate
Conversion rate (if applicable)

Compare these results to any prior year reports you may have.

