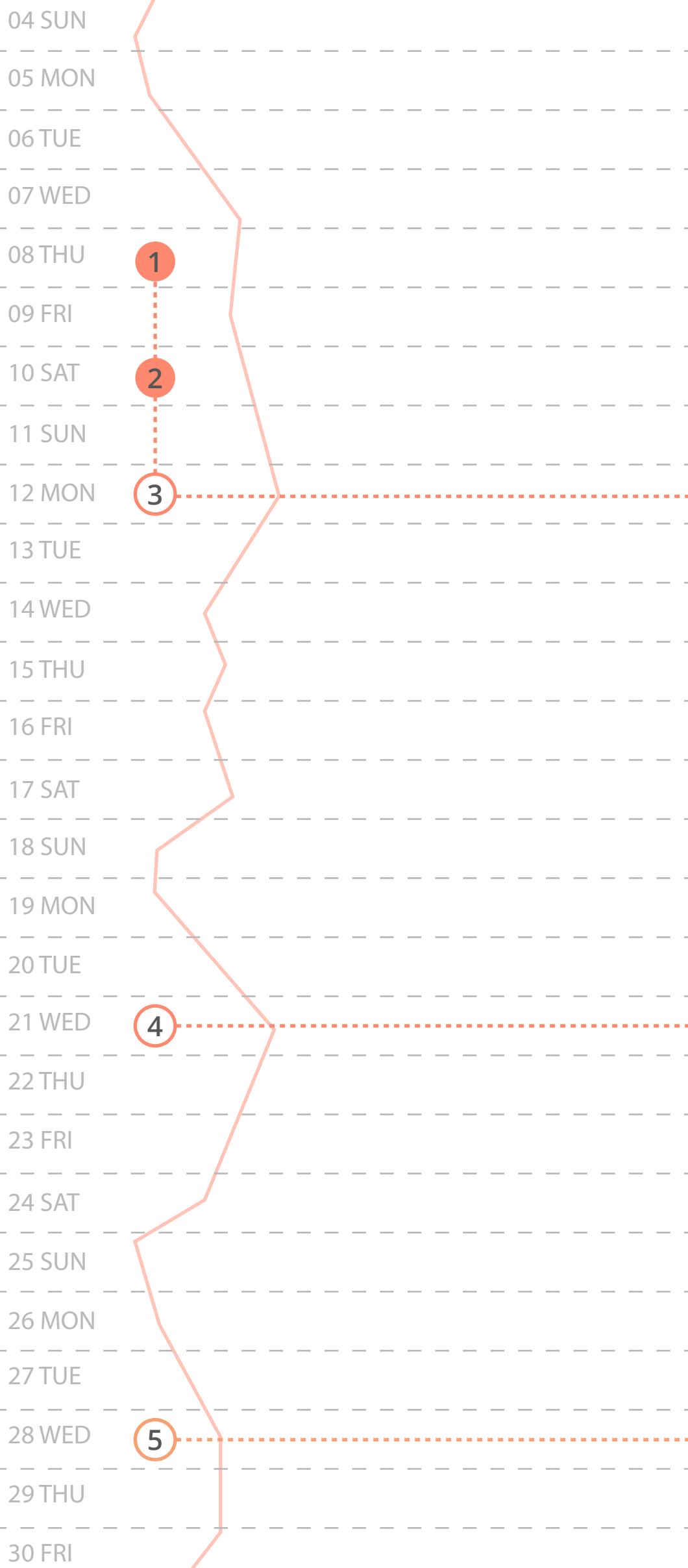




The 2015

ULTIMATE CHRISTMAS CAMPAIGN PLANNING GUIDE

Segment your customers by their loyalty and engagement with your business. Then craft the perfect series of targeted holiday campaigns for each. Use this overview to set up the key dates for emails and social ads. You'll keep your customers coming back!

OCTOBER

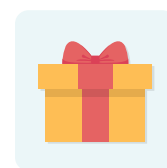


-  Teaser Email (Optional)
-  Promotional Email



Columbus Day

Holiday selling begins! Email campaigns focus on the benefits of shopping early.



Gift Guide Day

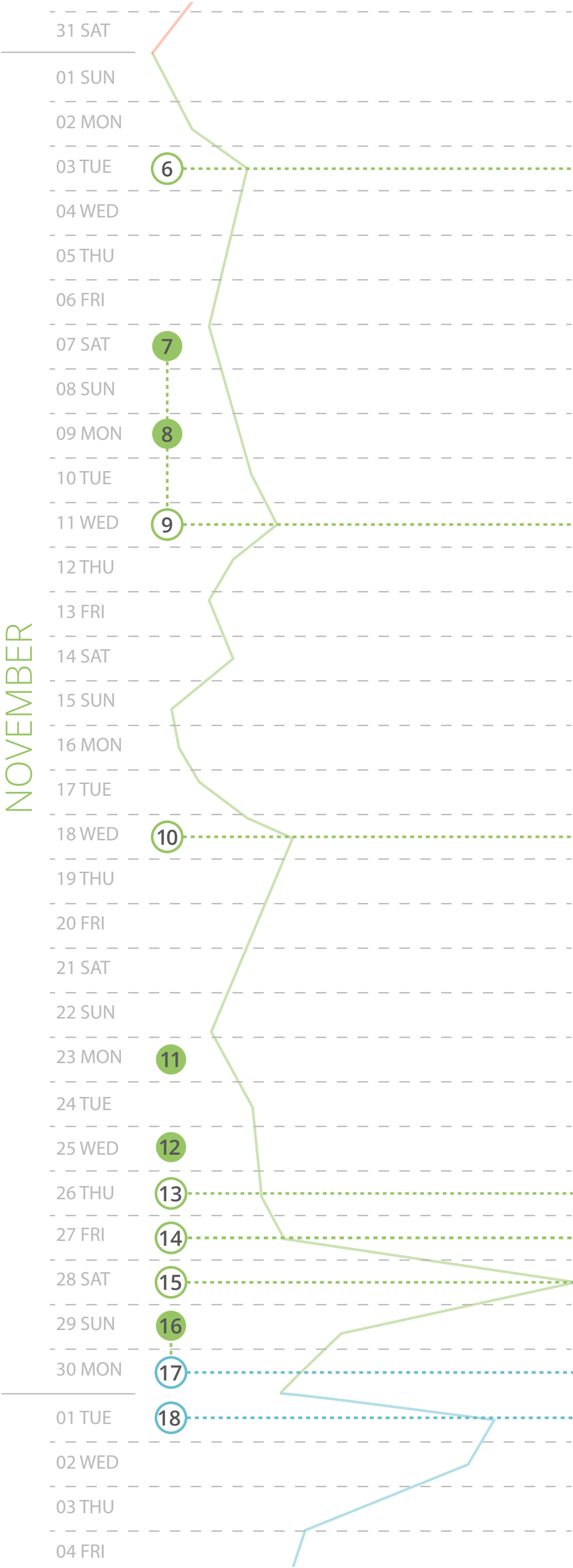
Suggest the perfect items for Mom, Dad, Grandparents, the spouse, boys & girls.



Invite to Social Day

Establish another channel for your marketing. Email an invite for a contest on social.

NOVEMBER



Facebook Custom Audience

Upload the email addresses of all customers to Facebook & start your ad campaigns.



Early Black Friday

Veterans Day is a great time to beat your competitors & promote your sales early.



Invite to Social Day

Establish another channel for your marketing. Email an invite for a contest on social.



Gray Thursday

After the turkey is eaten, consumers shop online. Offer Thanksgiving sales.



Black Friday

Most insane shopping day of the year. Avoid the crowds & find better deals online.



Small Business Saturday

Bonus! You get an extra day to stand out from big retail chains. Strut your SmallBiz!



Cyber Monday

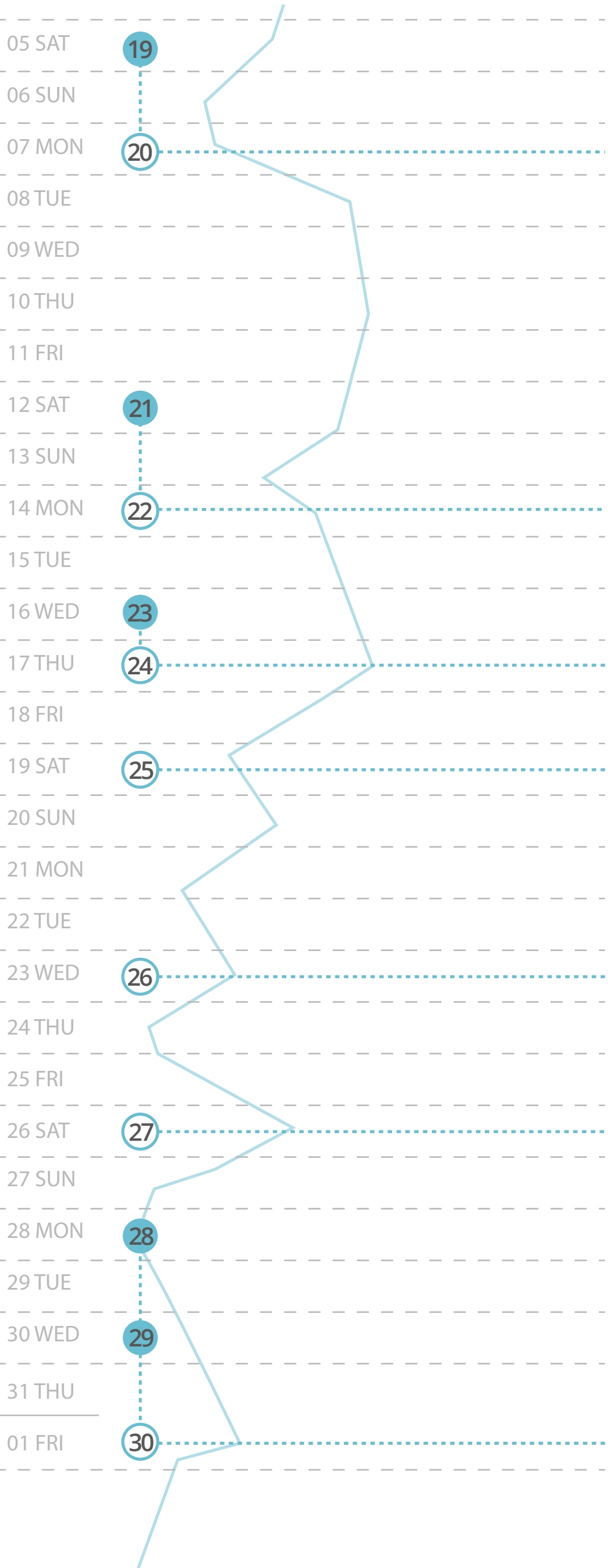
The online shopping peak. Today is the day to sell hard on every channel.



Giving Tuesday

Ask your customers to join your charitable giving with a donated portion of revenue.

DECEMBER



Green Monday

Usually the biggest shopping day in December. Use email to stay top of mind.



Stamp & Ship Day

The last day gifts with normal shipping will still arrive on Christmas eve.



Free Shipping Day

Thousands of shops offer free rush delivery by Christmas eve.



Super Saturday

Target last minute shoppers online in droves looking for that perfect final gift.



eGift Card Day

It's not too late! Take care of someone who was left off your list. Yay for eGift Cards!



Coupon Code Day

Santa didn't bring the perfect gift? Entice your customers to treat themselves!



New Year's Day

Get ready for resolutions with healthy food, gym clothes, yoga music, vapes & more!