Christmas Marketing Plan

6 WEEKS BEFORE CHRISTMAS

- ◯ PRODUCE A HOLIDAY CATALOGUE OR GIFT GUIDE
- ◯ DESIGN BRANDED HOLIDAY ELEMENTS
- ◯ DECIDE YOUR HOLIDAY INCENTIVES
- ◯ CREATE GIFT CARDS AND CERTIFICATES

3 WEEK BEFORE CHRISTMAS

- ◯ START YOUR GIFT-WRAPPING SERVICE
- ◯ RUN A HOLIDAY CONTEST OR GIVEAWAY
- ◯ CREATE AN INDUSTRY SPECIFIC DOWNLOADABLE
- ◯ HOLD A "12 DAYS OF CHRISTMAS" EVENT

5 WEEKS BEFORE CHRISTMAS

- ◯ LAUNCH YOUR EMAIL MARKETING CAMPAIGN
- ◯ CREATE A HOLIDAY AREA IN YOUR WEBSITE
- ◯ HOST A HOLIDAY PRE-SALE

2 WEEK BEFORE CHRISTMAS

- ◯ SEND GREETING CARDS
- ◯ HOST AN OPEN HOUSE DAY
- ◯ ORGANISE A FUNDRAISING CAMPAIGN
- ◯ HOLD A CHRISTMAS PARTY

4 WEEKS BEFORE CHRISTMAS

- ◯ DRESS UP YOUR SHOP
- ◯ START A CHRISTMAS COUNTDOWN
- ◯ ADD FESTIVE GRAPHICS TO YOUR DIGITAL COMMUNICATIONS

1 WEEK BEFORE CHRISTMAS

- ◯ SCHEDULE SOCIAL MEDIA TO AUTO-POST
- ◯ SEND HOLIDAY GREETINGS EMAILS
- ◯ COMMUNICATE HOLIDAY BUSINESS HOURS
- ◯ SCHEDULE AN END-OF-YEAR EMAIL UPDATE