



a holly jolly
CONTENT CALENDAR

YOUR DIGITAL MARKETING GUIDE FOR
THE HOLIDAY SEASON

BRANDASTIC
IGNITE YOUR POTENTIAL™

“THE BEST WAY TO
SPREAD CHRISTMAS
CHEER IS SINGING LOUD
FOR ALL TO HEAR.”

- *Buddy the Elf*

We may not be much of singers here at Brandastic, but we’re spreading christmas cheer the best way we know how—digital marketing. Below is your roadmap for this season’s digital marketing strategy guaranteed to bring you the most successful Q4 yet. From top spending days, campaign launch dates, content deadlines and more, you’ll have everything you need for a successful holiday season!


















 WINTER HOLIDAY

 MARKETING










 HALLOWEEN

 THANKSGIVING

 BLACK FRIDAY

| SEPTEMBER 23-30 | OCTOBER 1-7 | OCTOBER 8-14 | OCTOBER 15-21 |
|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
|  Holiday Data Deep Dive |  Holiday Competitor Research |  Bing Review & Launch |  Holiday Image Asset Approval |
|  Paid Search Holiday Build |  Begin Holiday Asset Development |  Update Top Sub-categories Content |  Holiday Infographic Copy & Design |
|  Update Top Performing products content |  Holiday Gift Guide Infographic Ideation |  Mobile Paid Search Launch |  Blast Halloween Promo Email |
| |  Display & Social Ad Creation <i>Text & Image</i> |  Blast Halloween Promo Email | |
| |  Launch Holiday Content Landing Page | | |
| |  Update Top Categories Content | | |
| |  Blast First Halloween Email | | |

| OCTOBER 22-28 | OCT 29- NOV 4 | NOVEMBER 5-11 | NOVEMBER 12-18 |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
|  Halloween Promotion |  Adjust Campaigns Post-Halloween |  Thanksgiving Creative Creation |  Launch Holiday Email Capture |
|  Content Marketing Promotion Launched |  Add all Local Inventory Online |  Finalize Black Friday/Cyber Monday Promotions |  Black Friday Promotion Approval |
|  Halloween Ads Launch |  Social Holiday Engagements Drafted |  Holiday Blogging Approval |  Thanksgiving Creative Approval |
|  Blast Last Chance Halloween Email |  Overhaul Shopping Feed for Holiday |  Veteran's Day |  Blast Black Friday Teaser Email |
| |  Holiday Blogs Drafted |  Prospecting Flash Sale |  Social Holiday Engagements Approved |
| | | | |

| NOVEMBER 19-25 | NOV 26-DEC 2 | DECEMBER 3-9 | DECEMBER 10-16 | DECEMBER 17-23 | DECEMBER 24-30 | |
|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--|
|  Holiday Blogging Live |  Thanksgiving Promo Ads Launch |  Cyber Monday Extended Campaign |  Green Monday |  Final Christmas Ads Push |  Christmas Day | |
|  Increase Mobile Campaign Investments |  Black Friday Ads Launch |  Cyber Tuesday |  Christmas Ads Push |  Christmas Promo Email #4 |  Blast Christmas Day Email | |
|  Holiday Gift Guide Blog Creation |  Blast Thanksgiving Email |  Holiday Gift Guide Blog Live |  Christmas Promo Email #3 |  Free Shipping Day |  Day After Christmas Ads & Email Send | |
|  Early Black Friday Promo |  Blast Midnight Email Send (w/ Black Friday Promo) |  Blast Christmas Promo Email #1 |  Blast In-Store Discount Email Promo |  Post Free Shipping/Delivery Creative |  Adjust Campaigns Post-Christmas | |
|  ONLINE | |  Blast Black Friday Email |  Blast Christmas Promo Email #2 |  Hanukkah Begins |  Christmas "Thank You" Promotion | |
| | |  Blast Post-Black Friday Email Send |  Adjust Campaigns Post-Cyber Monday & Tuesday |  ONLINE |  Ads Taper | |
| | |  Set Budget for Campaign Promos Post-Black Friday |  Shipping Promotions & Email Send |  IN-STORE | | |
| | |  Cyber Monday Ads Live & Email Send |  Christmas Push 2 Ads Live | DEC 31-JAN 6 | | |
| | |  Cyber Tuesday Ads Live & Email Send |  Holiday Gift Guide Blog Outreach |  New Year's Eve Promotion |  Loyalty Email Send | |
| | | | |  Blast New Year's Eve Email | | |
| | | | |  New Year, New You Email Send | | |
| | | | |  Customer Lifecycle Building | | |
| | | | |  Holiday Season Recap | | |
| | | | | JANUARY 7-13 | | |





BRANDASTIC
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This is how we like to give back. Let this holiday season be one worth remembering. Get in touch with us and let us help make this quarter your most successful one yet!

- THE BRANDASTIC TEAM

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