

# Digital Marketing Holiday Roadmap

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 to 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

**BRANDASTIC**

SEPTEMBER 19-25	SEPT 26 - OCT 3	OCTOBER 4-10	OCTOBER 11-17
 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 Text & Image	 Blast Halloween Promo Email	
	 Launch Holiday Content Landing Page		
	 Update Top Categories Content		
	 Blast First Halloween Email		

OCTOBER 18-24	OCTOBER 25-31	NOVEMBER 1-7	NOVEMBER 8-14
 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	 Veteran's Day
 Blast Last Chance Halloween Email	 Overhaul Shopping Feed for Holiday	 Prospecting Flash Sale	 Thanksgiving Creative Approval
	 Holiday Blogs Drafted		 Blast Black Friday Teaser Email
			 Social Holiday Engagements Approved

NOVEMBER 15-21	NOVEMBER 22-28	NOV 29 - DEC 5	DECEMBER 6-12	DECEMBER 13-19	DECEMBER 20-26
Holiday Blogging Live	Thanksgiving Promo Ads Launch	Cyber Monday	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	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		ONLINE	Christmas "Thank You" Promotion
	Blast Post-Black Friday Email Send	Adjust Campaigns Post-Cyber Monday & Tuesday		IN-STORE	Ads Taper
	Set Budget for Campaign Promos Post-Black Friday	Shipping Promotions & Email Send			
	Cyber Monday Ads Live & Email Send	Christmas Push 2 Ads Live		DEC 27 - JAN 2	JANUARY 3-9
	Cyber Tuesday Ads Live & Email Send	Holiday Gift Guide Blog Outreach		New Year's Eve Promotion	Loyalty Email Send
	Hanukkah Begins			Blast New Year's Eve Email	
	ONLINE			New Year, New You Email Send	
	IN-STORE			Customer Lifecycle Building	
				Holiday Season Recap	

- WINTER HOLIDAY
- THANKSGIVING
- FREE SHIPPING DAY
- CHRISTMAS
- BLACK FRIDAY
- NEW YEAR'S
- HALLOWEEN
- CYBER MON/TUES
- MARKETING