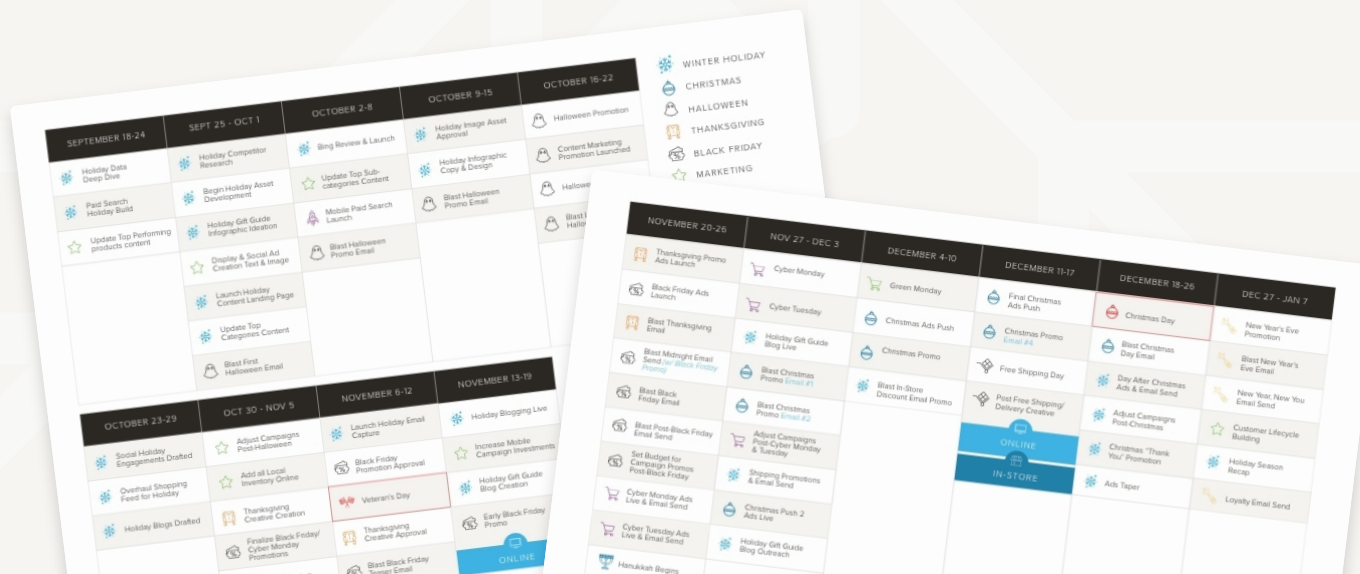


# BRANDASTIC

## Digital Marketing **Holiday Roadmap**

We're spreading seasonal cheer the best way we know how — **digital marketing**.












































*A 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!*












SEPTEMBER 18-24	SEPT 25 - OCT 1	OCTOBER 2-8	OCTOBER 9-15	OCTOBER 16-22
Holiday Data Deep Dive	Holiday Competitor Research	Bing Review & Launch	Holiday Image Asset Approval	Halloween Promotion
Paid Search Holiday Build	Begin Holiday Asset Development	Update Top Sub-categories Content	Holiday Infographic Copy & Design	Content Marketing Promotion Launched
Update Top Performing products content	Holiday Gift Guide Infographic Ideation	Mobile Paid Search Launch	Blast Halloween Promo Email	Halloween Ads Launch
	Display & Social Ad Creation Text & Image	Blast Halloween Promo Email		Blast Last Chance Halloween Email
	Launch Holiday Content Landing Page			
	Update Top Categories Content			
	Blast First Halloween Email			

- WINTER HOLIDAY
- CHRISTMAS
- HALLOWEEN
- THANKSGIVING
- BLACK FRIDAY
- MARKETING

OCTOBER 23-29	OCT 30 - NOV 5	NOVEMBER 6-12	NOVEMBER 13-19
Social Holiday Engagements Drafted	Adjust Campaigns Post-Halloween	Launch Holiday Email Capture	Holiday Blogging Live
Overhaul Shopping Feed for Holiday	Add all Local Inventory Online	Black Friday Promotion Approval	Increase Mobile Campaign Investments
Holiday Blogs Drafted	Thanksgiving Creative Creation	Veteran's Day	Holiday Gift Guide Blog Creation
	Finalize Black Friday/ Cyber Monday Promotions	Thanksgiving Creative Approval	Early Black Friday Promo
	Holiday Blogging Approval	Blast Black Friday Teaser Email	ONLINE
	Prospecting Flash Sale	Social Holiday Engagements Approved	

NOVEMBER 20-26	NOV 27 - DEC 3	DECEMBER 4-10	DECEMBER 11-17	DECEMBER 18-26	DEC 27 - JAN 7
 Thanksgiving Promo Ads Launch	 Cyber Monday	 Green Monday	 Final Christmas Ads Push	 Christmas Day	 New Year's Eve Promotion
 Black Friday Ads Launch	 Cyber Tuesday	 Christmas Ads Push	 Christmas Promo Email #4	 Blast Christmas Day Email	 Blast New Year's Eve Email
 Blast Thanksgiving Email	 Holiday Gift Guide Blog Live	 Christmas Promo	 Free Shipping Day	 Day After Christmas Ads & Email Send	 New Year, New You Email Send
 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	 Customer Lifecycle Building
 Blast Black Friday Email	 Blast Christmas Promo Email #2		 ONLINE	 Christmas "Thank You" Promotion	 Holiday Season Recap
 Blast Post-Black Friday Email Send	 Adjust Campaigns Post-Cyber Monday & Tuesday		 IN-STORE	 Ads Taper	 Loyalty Email Send
 Set Budget for Campaign Promos Post-Black Friday	 Shipping Promotions & Email Send				
 Cyber Monday Ads Live & Email Send	 Christmas Push 2 Ads Live				
 Cyber Tuesday Ads Live & Email Send	 Holiday Gift Guide Blog Outreach				
 Hanukkah Begins					
 ONLINE					
 IN-STORE					

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