


2023



REBROADCAST

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Determine your goals for Black Friday & Cyber Monday .	3	4 Determine your BFCM promotional offer.	5	6 Impulse gifts ready for: Boss's Day & Sweetest Day	7
8	9 Do you market? Now is the time to update or build your VIP list.	10	11	12 Make sure you are stocked up for the Holidays!	13	14
15 Don't forget to post content on social to engage your followers!	16 <i>Boss's Day</i>	17	18	19 Read our blog: Making the Most of Unsold Stock	20 Season kickoff email - Highlight discounted overstock or older inventory.	21 <i>Sweetest Day</i>
22	23 Don't forget to take advantage of Early Buy! 20% OFF select categories ends 10/31.	24	25 Do you do paid advertising? Consider increasing your bids temporarily.	26 Send a Halloween email campaign.	27	28
29 Share a special "treat" by offering a percentage or dollar amount off via text or social.	30 Resend Halloween email campaign.	31  Halloween				



NOVEMBER

2023

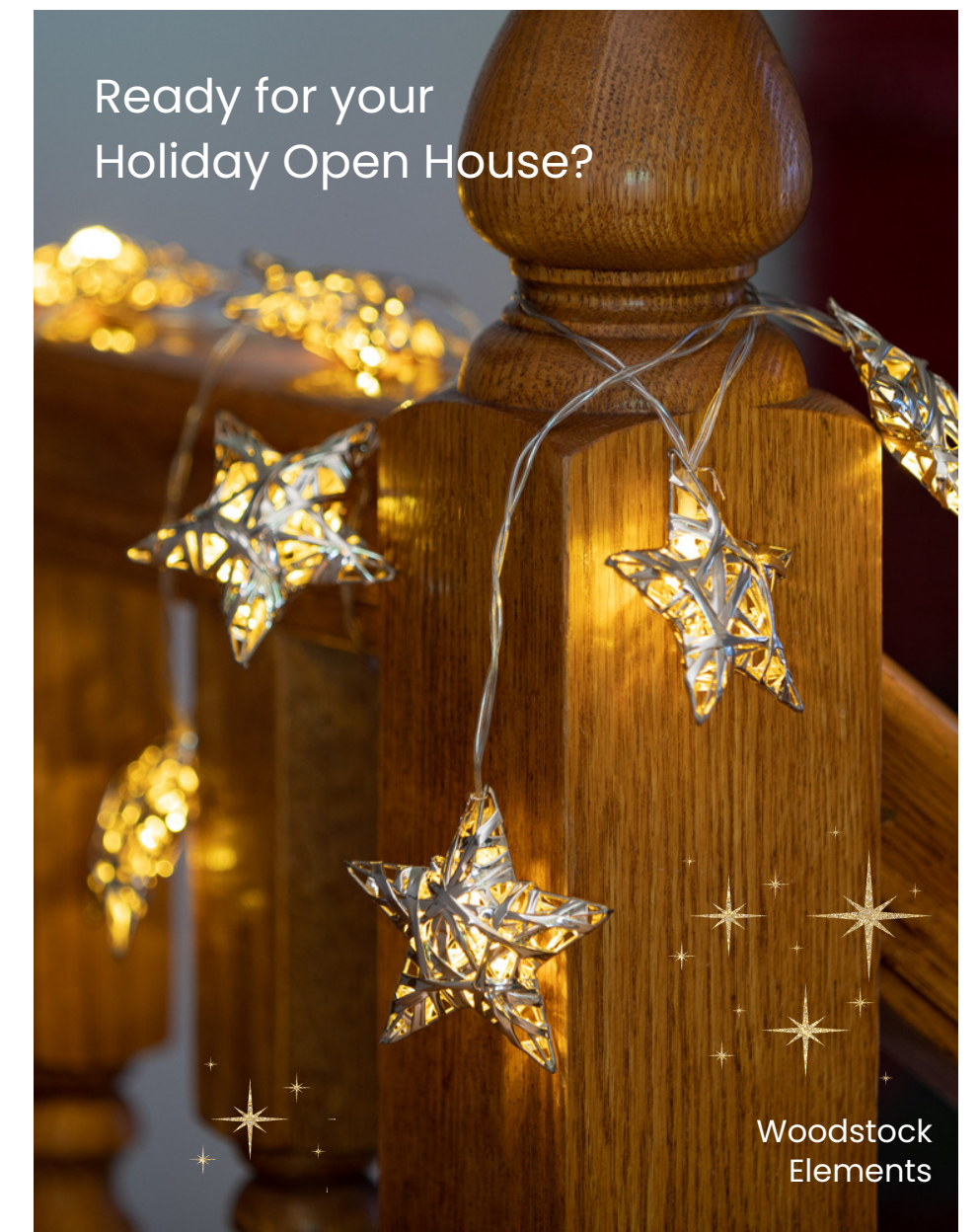
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Make sure you have enough product in stock for BFCM demand.	3 Send a BOGO campaign to your VIP list.	4
5 Having a holiday Open House ? Finalize your plans & spread the news!	6	7 Election Day	8 Plan, build, and schedule Black Friday/Cyber Monday campaigns.	9 Send a Holiday Gift Guide email to your full list.	10 Send a Veterans Day campaign to your full list.	11 Veterans Day
12 Have you decorated for Christmas yet? Now's the time to deck your walls!	13	14	15 Fill your cashwrap with plenty of impulse gifts .	16	17	18 Treat yourself to a facial, massage, or a fancy dinner before BFCM begins.
19	20 Don't forget to post content on social to engage your followers!	21 	22 Send a Happy Thanksgiving campaign to your full list.	23 Send a Black Friday campaign to your full list. Get some rest! Thanksgiving	24 Send a Small Business Saturday campaign to your full list. Black Friday	25 Small Business Saturday
26 Send a Cyber Weekend email to your full list. SMS an extra offer to your VIP list.	27 Send a Giving Tuesday campaign to your full list. Cyber Monday	28 Send a Cyber Weekend last chance campaign to your full list. Giving Tuesday	29	30 Time to celebrate! You made it through another BFCM!		



Vance Kitira



Woodstock Chimes





Ready for your Holiday Open House?

Woodstock Elements

2023

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Send a Holiday Gift Guide email to your full list. Remember to push Gift Cards!	2 Don't forget to post content on social to engage your followers!
3 Keep an eye open for Sullivans 2024 Seasonal launch!	4 Plan, build, and schedule Holiday campaigns - note shipping cut-off dates if applicable.	5	6 Send Hanukkah email campaign.	7 Hanukkah begins	8	9 Send a holiday greetings offer - percentage or dollar amount off via text or social.
10 Send last days for guaranteed delivery email campaign.	11	12	13 Resend Hanukkah email campaign.	14	15 Look into loyalty programs to drive additional purchases post holiday season.	16
17	18 Put overstocks and Christmas items On Sale . Price to sell!	19 Send email reminder to buy Gift Cards for last minute shopping.	20	21 	22 Send last chance Gift Card Offer email campaign.	23
24 Christmas Greetings email.	 Christmas Day	26 Try a Boxing Day promotion today. Boxing Day Kwanzaa begins	27 Take some time off through New Year's. You've earned it!	28	29 Schedule your appointments for the winter shows!	30 Send New Year email campaign.
31						

