



Christmas Gift Voucher Campaign 2019

Action		October				November				December			
Week beginning	Sep 30	7th	14th	21st	28th	4th	11th	18th	25th	2nd	9th	16th	23rd
Key Dates													
Black Friday									29th				
Key gift voucher sales weeks													
Last day of posting												20th	
Christmas Eve – final day of sales													24th
Target Audiences													
Update mailing lists													
Analyse social media followers													
Profile walk-in visitors													
Graphics/Words													
Create visual theme													
Write headlines/copy													
Email													
Send out Christmas newsletters													
Create and use email signatures													
Send out targeted email-shots													
Website													
Create website pop-ups/banners													
Upload online brochures													
Add voucher refs to web pages													



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Instagram													
Create posts with images													
Send out organic posts													
Post to Instagram Story													
Facebook													
Create posts with images													
Send out organic posts													
Create Facebook Offers													
Set up paid-for ads													
Send out paid-for ads													
Twitter													
Prepare posts with images													
Send out organic posts													
Run paid-for ads													
In-house													
Put up posters													
Update digital displays													

Notes:

If pressed for time, create posts in Instagram and publish to other platforms.
 See www.one-tree.net/promotional-materials for ideas and free graphics.