

October

Goal: Planning

Audience: Cold targeting

Recommended ad spend:
Intermittent boosted posts
as needed

The goal for October is to build your marketing plan, learn how to run a successful digital marketing campaign and start creating all the assets you need for November and December. It's never too early to start your holiday marketing!



SUN
06

MON
07

TUE
08

WED
09

THU
10

Learn how to plan a social media calendar

[Read blog](#)

FRI
11

See Nov. calendar for important dates and plan your posts

SAT
12

13

14

Learn everything you need to know about video marketing

[Read blog](#)

15

Schedule your Halloween posts with small paid boost (~\$10 each)

[Make your Halloween videos](#)

16

Learn 12 tactics for successful social media videos

[Read blog](#)

17

Start making brand awareness videos for the November holidays

[See video collection](#)

18

Need some help? Start with these templates:

- [1. Black Friday](#)
- [2. Cyber Monday](#)
- [3. Thanksgiving](#)

19

20

21

Plan your marketing budget for Nov/Dec

[Read blog](#)

22

23

Draft brand awareness emails

24

Move on to sales-focused drafts

25

Finalize your email list

26

27

28

Learn about social media marketing for the holidays

[Read blog](#)

29

Treat your email list to a Halloween-themed email blast

[Make more Halloween videos](#)

30

You'll be busy tomorrow, so schedule your November organic social media posts today

31

Happy Halloween!



November

Goal: Build subscribers and engaged audiences + sales

Audience: Cold + Subscribers + Customers

Recommended ad spend: \$10-\$20 per day

Now it's time to put your holiday marketing strategy into action!



SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	01 <small>Learn how to run holiday Facebook ads</small> Read blog	02
03	04 <small>Learn how to run Instagram ads</small> Read blog	05 <small>Start creating videos for FB and IG ads</small> See holiday templates	06 <small>Learn how to run Twitter ads</small> Read blog	07 <small>Learn how to run Google ads</small> Read blog	08	09
10	11 <small>Send brand awareness email blast</small>	12 <small>More holiday marketing videos!</small> Browse templates for inspiration	13-16 <small>Launch your social media and Google ad campaigns for brand awareness (~\$10/day)</small>			
17	18 <small>Post Thanksgiving videos</small> See templates	19 <small>Email blast with unique selling proposition</small>	20	21 <small>Need a turkey video?</small> Get template	22	23 <small>Continue your social media and Google ad campaigns for brand awareness (~\$10/day)</small>
24	25 <small>Post this hilarious video for Cyber Monday!</small> Get template	26 <small>Create a Thanksgiving video in minutes</small> See templates	27 <small>Send teaser email for holiday promotions</small>	28 Happy Thanksgiving! 🍁	29 <small>Topical sale emails</small> Black Friday	30 Shop Local Saturday

December

Goal: Sales

Audience: Subscribers + Customers

Recommended ad spend:
\$20-\$100 per day

It's time to capitalize on the momentum you've built. Continuing retargeting you warm audiences and don't forget to evaluate your efforts at the end of the year.



SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07

Continue retargeting your warm audiences with promo ads and holiday specials (~\$20/day)

Cyber Monday

Topical sale announcement email

Giving Tuesday

'Last chance' email

Start making Christmas videos

[See templates](#)

08	09	10	11	12	13	14
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Continue retargeting your warm audiences with promo ads and holiday specials (~\$20/day)

That's a wrap! Wrapping video, that is

[Get template](#)

Teaser email for shipping dates

Need a versatile video for winter?

[Get template](#)

Grab attention with this beach Santa video

[Get template](#)

'Last chance' Emails

Last standard international shipping day

Free shipping day (US)

15	16	17	18	19	20	21
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Continue retargeting your warm audiences (~\$20/day)

Last day for shipping reminder

[Get template](#)

Last standard shipping day

'Last chance' email

Take a deep breath and start focusing on fulfilling all the orders!

Last express shipping day

'Last chance' email

Panic Saturday!

Promotion email

[Get template](#)

22	23	24	25 ❄️	26	27	28
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First day of Hanukkah



Christmas Eve



Merry Christmas!

Boxing Day Sales

Evaluate results of ad spend/sales

[Read blog](#)

29	30	31
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Last day of Hanukkah

New Years Eve 2020 [Get templates](#)