HOLIDAY CONTENT CALENDAR

CREATIVE STRATEGIES WITH ASHLEY RAETZ

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Welcome

It can get confusing to know what to post, create, list, and promote since the timetable for online sellers has to be so far in advance of when customers are ready to buy.

This guide is meant to help you understand ideas of what to be creating/purchasing/planning each month so that those items can then have sneak peeks, be listed, and ultimately be promoted, advertised, and sold.

These guidelines may vary depending on your target market, industry, and business model. You may need to add in different holidays, celebrations, events.

1. January

Create/Purchase/List

Create or purchase:
-Spring Items
-Easter
-St. Patricks Day
-Spring Break
-Gardening

List all spring items as you create them, and save sneak peeks for February and March on your social media.

Promote/Sell

Promote or sell
-Self development (meal planning, healthy recipes, etc.)
-Organization items
-Winter (fashion, weddings, recipes, etc.)
-New year, New you, health, fitness (funny or inspirational)

To Create/Purchase/List:

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To Promote/Sell

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2.February

Create/Purchase/List

This is the last month to get all your spring items listed. Make sure you include Spring and even Summer wedding items in your prep/creation/listing plans.

-Teacher Appreciation Items (tend to be needed in May so get them created and listed now.) Create and list any graduation items.

Promote/Sell

-Items you were selling in January

But start teasing that Spring will be coming soon. By February people are interested in when Spring will arrive and thinking about spring purchases. Think Groundhog day. :)

To Create/Purchase/List:

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To Promote/Sell

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3. March

Create/Purchase/List

-Mother's Day
-Floral items
-Summer wedding
-Memorial Day

List all items as you create them, and save sneak peeks for End of March, April.

Promote/Sell

-Spring
-Spring Break
-Weekend travel
-Easter
-Gardening

To Create/Purchase/List:

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To Promote/Sell

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4. April

Create/Purchase/List

-Summer Items
-Pool related
-Travel related
-Patriotic Items
-4th of July
-Baby Shower

Promote/Sell

-teacher gifts
-end of the school year items
-graduation items
-travel related things for people who are already planning summer break.

To Create/Purchase/List:

To Promote/Sell

5. May

Create/Purchase/List

All of your summer related holiday, vacation, 4th of July, BBQ, pool party items need to already be listed. Go through and change up any tags that need to be altered for summer in your shops.

Create and list your back to school items. Nope. Not kidding.

Promote/Sell

-Summer
-Teacher appreciation
-end of school
-travel
-vacation
-Memorial Day

To Create/Purchase/List:

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To Promote/Sell

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6. June

Create/Purchase/List

It's time to plan for fall. At least brainstorm and start experimenting with creating your new fall line. Next month you are going to get it all listed so you need the bulk of your fall items planned this month.

Promote/Sell

-summer items
-4th of July
-backyard BBQs
-outdoor fun
-outdoor entertaining

To Create/Purchase/List:

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To Promote/Sell

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7. July

Create/Purchase/List

All things fall need to be created and listed at the beginning of the month. And it's time to start your Christmas planning. Take a look. Local stores are already stocking Christmas items. Figure out trends, experiment with new lines, price points, and product development.

Promote/Sell

-Back to School
-First day of school items
-School organizational stuff

Begin teasing fall and even Christmas sparingly on your pages. There are plenty of shoppers who shop in July for Christmas.

To Create/Purchase/List:

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To Promote/Sell

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8. August

Create/Purchase/List

Christmas needs to be in full swing this month. Get your Christmas items created and listed.
You may still have a few fall items, especially Thanksgiving that you are adding according to late identified trends, but the majority of your creative focus needs to be on Christmas

Promote/Sell

-Back to school
-Fall
-Halloween
-Thanksgiving

To Create/Purchase/List:

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To Promote/Sell

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9. September

Create/Purchase/List

Last chance to get all of your Christmas items listed. To find some trends that fit well with your target market, try window shopping online or in person at the other places your customers like to shop. Notice patterns and repetitive color or function trends.

Promote/Sell

-Fall
-Halloween
-Thanksgiving

Begin teasing Christmas, although you will ramp this up by the end of next month.

To Create/Purchase/List:

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To Promote/Sell

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10. October

Create/Purchase/List

From now through December you will mainly be focused on creating items that will be sold between now and December.

Remember items that make great gifts, decor items, items that help preserve traditions, etc.

Promote/Sell

-Halloween (for the beginning of the month)
-Thanksgiving
-Christmas

To Create/Purchase/List:

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To Promote/Sell

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11. November

Create/Purchase/List

Crank out those products and orders for Christmas delivery. Make sure you know the postal cut off dates for this year. Give yourself an appropriate cushion for items to be delivered by Christmas.
Consider creating and listing New Years, Football Championship items, self help, organizational and Valentines Day items.

Promote/Sell

-Christmas Decor
-Gifts
-Hostess Items
-Boss/Office Gifts
-Gag gifts
-Gift exchange items.
-Teacher gifts.
-Gifts for service workers (postal, nurses, clients, etc)

To Create/Purchase/List:

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To Promote/Sell

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12. December

Create/Purchase/List

Beginning of the month-middle of the month...just keep working.

After you catch your breath at the end of the month, continue with any last minute winter items, self-help, new year, organizational, and Valentines Day items.

Promote/Sell

-Christmas
-New Year
-Football

Make big goals for next year and review goals from the past year.

To Create/Purchase/List:

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To Promote/Sell

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Product Ideas