

# Christmas Gift Voucher Campaign 2020



Action		October				November				December			
Week beginning	Sep 28	5th	12th	19th	26th	2nd	9th	16th	23rd	30th	7th	14th	21st
<b>Key Dates</b>													
Black Friday									27th				
Key gift voucher sales weeks													
Last day of posting												20th	
Christmas Eve – final day of sales													24th
<b>Target Audiences</b>													
Update mailing lists													
Analyse social media followers													
Profile walk-in visitors													
<b>Graphics/Words</b>													
Create visual theme													
Write headlines/copy													
<b>Email</b>													
Send out Christmas newsletters													
Create and use email signatures													
Send out targeted email-shots													
<b>Website</b>													
Create website pop-ups/banners													
Upload online brochures													
Add voucher sales page links to web pages													

# Christmas Gift Voucher Campaign 2020



Action	Sep 28	October				November				December			
		5th	12th	19th	26th	2nd	9th	16th	23rd	30th	7th	14th	21st
Week beginning													
<b>Instagram</b>													
Create posts with images													
Send out organic posts													
Post to Instagram Story													
<b>Facebook</b>													
Create posts with images													
Send out organic posts													
Create Facebook Offers													
Set up paid-for ads													
Send out paid-for ads													
<b>Twitter</b>													
Prepare posts with images													
Send out organic posts													
Run paid-for ads													
<b>In-house</b>													
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](http://www.one-tree.net/promotional-materials) for ideas and free graphics.