

*a complete*

*12*  
*week*

**MARKETING  
CALENDAR  
FOR YOUR  
HOLIDAY  
PLANNING**

# weekly planner

## FALL BEAUTY KICK-OFF

WEEK OF OCT 1-7

SUNDAY	START PLANNING Q4 CAMPAIGNS, PROMOTIONS, AND CONTENT.
MONDAY	SOCIAL MEDIA POSTS ANNOUNCING UPCOMING Q4 SPECIALS.
TUESDAY	
WEDNESDAY	BEGIN CREATING FALL-THEMED MARKETING MATERIALS.
THURSDAY	
FRIDAY	LAUNCH A PRE-HOLIDAY BEAUTY GIVEAWAY ON SOCIAL MEDIA.
SATURDAY	

**PRIORITIES**

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 **NOTES**

# weekly planner

## PRE-HOLIDAY PREP

WEEK OF **OCT 8-14**

SUNDAY	START PROMOTING FALL BEAUTY TIPS AND TUTORIALS.
MONDAY	
TUESDAY	LAUNCH AN EMAIL CAMPAIGN OFFERING EARLY HOLIDAY SHOPPING DEALS.
WEDNESDAY	
THURSDAY	BEGIN INFLUENCER COLLABORATIONS FOR HOLIDAY CONTENT.
FRIDAY	
SATURDAY	START PREPARING HOLIDAY-THEMED BLOG POSTS

**PRIORITIES**

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 **NOTES**

# weekly planner

## HALLOWEEN BEAUTY

WEEK OF OCT 15-21

SUNDAY	LAUNCH HALLOWEEN-THEMED PRODUCT COLLECTIONS.
MONDAY	
TUESDAY	SHARE HALLOWEEN TUTORIALS ON SOCIAL MEDIA.
WEDNESDAY	
THURSDAY	BEGIN RUNNING HALLOWEEN-THEMED CONTESTS.
FRIDAY	
SATURDAY	LAUNCH A 'SPOOKY BEAUTY' INSTAGRAM CAMPAIGN.

**PRIORITIES**

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 **NOTES**

# weekly planner

## HOLIDAY PREVIEW

SUNDAY	TEASE UPCOMING HOLIDAY COLLECTIONS ON SOCIAL MEDIA.
MONDAY	
TUESDAY	SEND OUT A SNEAK PEEK EMAIL TO SUBSCRIBERS.
WEDNESDAY	
THURSDAY	HOST A LIVE VIRTUAL EVENT SHOWCASING HOLIDAY PRODUCTS.
FRIDAY	
SATURDAY	START BUILDING ANTICIPATION FOR BLACK FRIDAY DEALS.

WEEK OF OCT 22-28

### PRIORITIES

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### NOTES



Blank area for notes.

# weekly planner

## BLACK FRIDAY PREP

WEEK OF OCT 29 - NOV 4

SUNDAY	BEGIN BLACK FRIDAY COUNTDOWN ON SOCIAL MEDIA.
MONDAY	
TUESDAY	LAUNCH A HALLOWEEN BOGO PROMOTION.
WEDNESDAY	
THURSDAY	REVEAL BLACK FRIDAY DISCOUNTS TO EMAIL SUBSCRIBERS.
FRIDAY	
SATURDAY	SHARE "SNEAK PEEK" BLACK FRIDAY ADS ON SOCIAL MEDIA.

**PRIORITIES**

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 **NOTES**

# weekly planner

## BLACK FRIDAY PROMOTIONS

WEEK OF NOV 5-11

SUNDAY	LAUNCH EARLY BLACK FRIDAY DEALS AND PROMOTIONS.
MONDAY	
TUESDAY	EMAIL SUBSCRIBERS WITH BLACK FRIDAY SHOPPING GUIDES.
WEDNESDAY	
THURSDAY	PROMOTE BLACK FRIDAY FLASH SALES ON SOCIAL MEDIA.
FRIDAY	
SATURDAY	BEGIN CYBER MONDAY TEASER CAMPAIGNS.

**PRIORITIES**

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 **NOTES**

# weekly planner

## CYBER MONDAY PROMOTIONS

WEEK OF NOV 12-18

SUNDAY	LAUNCH EARLY CYBER MONDAY DEALS AND DISCOUNTS.
MONDAY	
TUESDAY	SEND A CYBER MONDAY EMAIL REMINDER TO SUBSCRIBERS.
WEDNESDAY	
THURSDAY	RUN A "COUNTDOWN TO CYBER MONDAY" ON SOCIAL MEDIA.
FRIDAY	
SATURDAY	ANNOUNCE EXCLUSIVE CYBER MONDAY GIVEAWAYS

**PRIORITIES**

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 **NOTES**



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## THANKSGIVING & BLACK FRIDAY

WEEK OF NOV 19-25

SUNDAY

SHARE GRATITUDE-THEMED  
CONTENT ON SOCIAL MEDIA.

MONDAY

TUESDAY

LAUNCH THANKSGIVING-THEMED  
PROMOTIONS AND OFFERS.

WEDNESDAY

THURSDAY

SEND OUT A SPECIAL  
THANKSGIVING NEWSLETTER.

FRIDAY

BLACK FRIDAY OFFICIALLY BEGINS.

SATURDAY

### PRIORITIES



### TO-DO

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### NOTES



A large, empty purple rectangular area intended for taking notes.

# weekly planner

## BLACK FRIDAY & CYBER MONDAY

WEEK OF NOV 26 - DEC 2

SUNDAY	CONTINUE BLACK FRIDAY DEALS AND PROMOTIONS.
MONDAY	PROMOTE CYBER MONDAY DEALS AND FLASH SALES.
TUESDAY	
WEDNESDAY	SEND A "LAST CHANCE FOR CYBER MONDAY" EMAIL..
THURSDAY	
FRIDAY	
SATURDAY	END CYBER MONDAY PROMOTIONS.

**PRIORITIES**

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**NOTES**



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## HOLIDAY GIFT GUIDES

WEEK OF **DEC 3-9**

SUNDAY

BEGIN SHARING HOLIDAY GIFT GUIDES ON SOCIAL MEDIA..

MONDAY

TUESDAY

SEND OUT A "SHOP THE BEST BEAUTY GIFTS" EMAIL.

WEDNESDAY

THURSDAY

FEATURE '12 DAYS OF BEAUTY' COUNTDOWN ON SOCIAL MEDIA.

FRIDAY

SATURDAY

LAUNCH "GIFTS FOR HER" AND "GIFTS FOR HIM" SPECIALS.

### PRIORITIES



### TO-DO

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### NOTES



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## FINAL HOLIDAY PUSH

WEEK OF DEC 10-16

SUNDAY	PROMOTE LAST-MINUTE HOLIDAY SHOPPING DEALS.
MONDAY	
TUESDAY	SHARE CUSTOMER TESTIMONIALS AND REVIEWS.
WEDNESDAY	
THURSDAY	RUN A "HOLIDAY BEAUTY MUST-HAVES" CAMPAIGN..
FRIDAY	
SATURDAY	BEGIN NEW YEAR'S EVE BEAUTY INSPIRATION.

**PRIORITIES**

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**TO-DO**

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**NOTES**



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## NEW YEAR'S & YEAR-END WRAP-UP

WEEK OF DEC 17-31

SUNDAY

17TH: LAUNCH NEW YEAR'S  
EVE BEAUTY COLLECTIONS..

MONDAY

TUESDAY

20TH: SEND OUT YEAR-END WRAP-UP  
EMAILS AND PROMOTIONS.

WEDNESDAY

THURSDAY

25TH: SHARE HOLIDAY  
GREETINGS AND PROMOTIONS..

FRIDAY

SATURDAY

30TH: NEW YEAR'S EVE BEAUTY  
TIPS AND TUTORIALS.

### PRIORITIES



### TO-DO

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### NOTES

