



## Mid-August

### Plan Your Campaigns

Now is the time to start getting ready for the 2021 golden quarter. It's always a good idea to analyse the results from your marketing efforts from promotions run in previous years to analyse what went well and what could be improved.

If you're a new business, then it's a great idea to have conversations with customers to understand what promotions they'd like as well as researching your competitor's activity.

Once you have a clear idea on what will work well start planning your next campaign, including how you're going to efficiently target customers.



## Early September

### Christmas Catalogues

Showcase your Christmas range and make sure your products are on the top of everyone's wish lists this year by sending out a catalogue in time for the festive period. Aim to get yours designed, printed and ready to post out by the end of the month.

### Event Promotion

From pantomimes and markets to specials menus and even your work's Christmas do, events during the golden quarter require lots of planning and printing. Arrange marketing materials to promote your events early and secure bookings ahead of competitors.

### Halloween Events

Don't leave it until the last minute to order your Halloween decorations and promotional materials. This is an often forgotten about holiday that's another chance to give business a boost – try sending customers the treat of a discount in the post!

## Beginning of November



### Christmas Promotions

Now that you've planned out your campaigns, it's time to start creating your media – from social competition posts and emails to instore gifting promotions! Order posters and window display signage to create a festive feel in your shop next year's events. Top tip: These branded items also make great gifts for your team and biggest clients!



## Beginning of December

### Corporate Gifts

Thank your key clients for all their support this year, or send a small gift out to your team to show your appreciation. Bonus points for branded wrapping paper, stickers, Christmas cards, gift tags and bottle labels!

**Key date: Small Business Saturday 4th December**



## End of December

Now's the perfect time to relax knowing you've given your business a huge boost as we go into the new year, and you're prepared for the first month of 2022. Congrats!

## End of August



### Black Friday Prep

Decide whether you're going to host a Black Friday weekend sale in-store, online or both and start setting up sales accordingly. Top tip: November is notoriously busy, so order sale posters and banners now ready for the lead up to this weekend.

### Christmas Market Applications

If you're planning on hosting a stall at a Christmas market, most applications close in the summer, or earlier for the really popular markets. Apply now so you don't miss out!

## Mid-October

### Event Printing

Now that you've advertised your events, you'll need to order your print requirements. For parties, remember invites, menus and banners. For sales and shows, you'll need tickets and posters. For festive meals, print a fresh set of menus.

## End of October



### Black Friday Promotion

Using the print you've already ordered, start promoting your Black Friday weekend offers around your store or sending out flyers to customers letting them know what deals to expect.

### Christmas Prep

Plan out everything you'll need for your big Christmas campaign and start weighing up costs to ensure you get a good return on your investment. It's also time to get creative with your campaign ideas and decide which channels you'll be marketing through.

**Key date: Halloween 31st October**

## Mid-November

### Christmas Markets

Create a checklist of everything you'll need for your Christmas market stall, including a calculator, card machine, spare change, packaging or paper bags and lots of layers to keep you warm.

### Diaries & Calendars

Update your calendars and diaries to 2022 dates to start preparing for next year's events. Top tip: These branded items also make great gifts for your team and biggest clients!

**Key date: Black Friday Weekend 26th-29th November**

## Mid-December

### January Sales

Many businesses start their post-Christmas sales as early as Boxing Day. Prepare your sales posters, stickers and displays for the rush before it sneaks up on you!

