

Promo Planning Cheat Sheet

Planning your promotions ahead of time is critical to making them a success! In this one page cheat sheet, I'll give you a snap shot of upcoming promotional opportunities by month so you can plan ahead.

In general you should be planning for promotions 3 to 4 months in advance. Below the opportunities, you'll see a planning checklist. This is essentially your "marketing to-do" that contains all the items you should have in place to effectively market and promote offers to your clients.

Opportunities by Month

JANUARY

New Year's
Resolutions

FEBRUARY

Valentine's Day
Spring Break

MARCH

Spring Break
St. Patrick's Day

APRIL

Spring Break
Prom &
Wedding Season
Earth Day

MAY

Mother's Day
Prom &
Graduation

JUNE

Father's Day
Graduations
Summer Services

JULY

4th of July
Summer
Products &
Services

AUGUST

Back to School

SEPTEMBER

Fall Colors

OCTOBER

Halloween
Breast Cancer
Awareness Month
Holiday
Appointments

NOVEMBER

Thanksgiving
Black Friday
Small Business
Saturday
Cyber Monday
Giving Tuesday

DECEMBER

Holiday Season
Last Minute
Gift Giving
New Year's Eve

Planning Checklist

Digital Channels

Graphics and Content for all
Social Media Accounts

Email Marketing Campaigns

Website

Print Materials

Postcards or
Flyers to Distribute

Takeaways

In-Studio

Signage/Posters

Mirror Talker

Window Clings

