

# Marketing Calendar

DATE	TASK	PLATFORM	DETAILS	TICK
NOV 20	Announce your menu	Socials ie. Insta, Facebook	Photos of items plus pricing	<input type="checkbox"/>
NOV 25	Offer early discount (Black Friday)	Email Website	Send a newsletter promoting discounts	<input type="checkbox"/>
NOV 30	Share behind the scenes content, like packaging arriving, cutters etc.	Insta stories	Video of opening festive packaging, Baking and decorating	<input type="checkbox"/>
DEC 2	Highlight any offers such as gift boxes	Socials ie. Insta, Facebook	Highlight the saving by buying gift boxes	<input type="checkbox"/>
DEC 5	Post a customer testimonial	Socials ie. Insta, Facebook	Share photos of messages from customers	<input type="checkbox"/>
DEC 10	Last order reminders	Socials ie. Insta, Facebook and Email	Final chance to avail of Christmas treats	<input type="checkbox"/>
DEC 20	Collection times/Updates	Socials ie. Insta, Facebook and Email	Share collection dates and times any pick up instructions or directions	<input type="checkbox"/>