

Offer Marketing Calendar

Encourage offers relevant to the upcoming seasons and use this chart to prep and schedule offers. P

Position offers as festive to capitalize. For major holidays such as Christmas, GetintheLoop will have custom loops - you will be notified in advance. In addition for most holidays, GetintheLoop will do seasonally relevant blog posts, notifications, and emails.

Use this calendar to prepare what the offers will be. This way you and your partner are ready with a plan. It's recommended to work in 90-day cycles, preparing new offers for when needed.

Month	Planning	Running
January	<ul style="list-style-type: none"> Valentines Day 	<ul style="list-style-type: none"> New Year Offers Valentines Day (End of January)
February	<ul style="list-style-type: none"> St. Patricks Day Easter 	<ul style="list-style-type: none"> Valentines Day
March	<ul style="list-style-type: none"> Easter Mother's Day 	<ul style="list-style-type: none"> St. Patricks Day Easter
April	<ul style="list-style-type: none"> Mother's Day 	<ul style="list-style-type: none"> Easter Mother's Day
May	<ul style="list-style-type: none"> Father's Day 	<ul style="list-style-type: none"> Mother's Day Father's Day (After Mother's Day)
June	<ul style="list-style-type: none"> Canada Day Kid's Summer Camps/Activities Summer Holidays 	<ul style="list-style-type: none"> Father's Day (After Mother's Day) Canada Day Kid's Summer Camps/Activities Summer Holidays
July	<ul style="list-style-type: none"> August Long Weekend Back to School 	<ul style="list-style-type: none"> Canada Day Kid's Summer Camps/Activities Summer Holidays
August	<ul style="list-style-type: none"> Labour Day Weekend 	<ul style="list-style-type: none"> August Long Weekend Back to School Labour Day Weekend
September	<ul style="list-style-type: none"> Halloween Thanksgiving 	<ul style="list-style-type: none"> Labour Day Weekend Back to School
October	<ul style="list-style-type: none"> Holiday Party Offers Holiday Offers (Christmas & Hanukkah) 	<ul style="list-style-type: none"> Halloween Thanksgiving
November	<ul style="list-style-type: none"> Holiday Offers (Christmas & Hanukkah) New Year Parties & Events 	<ul style="list-style-type: none"> Black Friday & Cyber Monday Christmas Parties Holiday Offers (after BF & CM)
December	<ul style="list-style-type: none"> New Year Parties Boxing Day Sales New Year Offers 	<ul style="list-style-type: none"> Christmas & New Year Parties Holiday Offers Boxing Day Sales