

My Promo Calendar - For My Foodie-Themed Shop!

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1	Week	Start Date	Product Highlights	Promotional Pricing/Offers	Distribution Schedule	Visits	Conversion Rate	Orders	Avg earnings per order	Earnings	Net Merch Revenue
4	42	10/17/2016	THIS MONTH: National Pizza Month - discount pizza designs OCT 21: National Pumpkin Cheesecake Day - promote pumpkin designs/create blog content				#DIV/0!		#DIV/0!		
5	43	10/24/2016	THIS MONTH: National Pizza Month! Discount pizza designs THIS WEEK: "Get your creepy designs before Halloween!" promo - discount any spooky/pumpkin designs OCT 25TH: "World Pasta Day" - create content (creepy pasta stories)	Pre-Halloween sale			#DIV/0!		#DIV/0!		
6	44	10/31/2016	OCT 31: Inktober ends - discount zip pouches 24 hours NOV 3: "Sandwich Day" - promote sandwich design	Halloween			#DIV/0!		#DIV/0!		
7	45	11/7/2016	THIS WEEK: Launch Gift Collections (mugs, totes, zip pouches, blankets, pillows) NOV 13: "World Kindness Day" - discount all gift items, 24 hours	"World Kindness Day" - Nov 13			#DIV/0!		#DIV/0!		
8	46	11/14/2016	THIS WEEK: Promote gift items, create content (gift guide) NOV 17: "Use Less Stuff Day", promote totes and zip pouches with discount THIS WEEK: launch zip pouches in honor of Inktober	"Use Less Stuff Day" - Nov 17			#DIV/0!		#DIV/0!		
9	47	11/21/2016	Discounted product line for Black Friday - 50% off apparel - 40% off of accessories and home decor	Black Friday			#DIV/0!		#DIV/0!		
10	48	11/28/2016	NOV 28: CYBER MONDAY, 24 HOUR SALE	Cyber Monday			#DIV/0!		#DIV/0!		
11	49	12/5/2016	THIS WEEK: "Winter is Coming" promo on longsleeves, sweatshirts, hoodies, etc. THIS WEEK: Launch new mugs (push with tea, hot chocolate angle) THIS WEEK: Push mugs and blankets, along with creative content with tea/hot chocolate angle DEC 5: "Bathtub Party Day" - Treat yo'self with bath towels	Holiday Promo			#DIV/0!		#DIV/0!		
12	50	12/12/2016	THIS WEEK: Start holiday sale (gift items, apparel, home decor) DEC 13: "National Cocoa Day" - discount mugs	Holiday Promo			#DIV/0!		#DIV/0!		
13	51	12/19/2016	THIS WEEK: Last chance to get items quickly before Christmas (super rush)	Last Chance			#DIV/0!		#DIV/0!		

Q1

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