

Holiday Sales Promotion Action Plan Example

Objective

Increase holiday sales by 30% compared to last year, attract new customers, and boost brand awareness through targeted promotions and campaigns.

Target Audience

- Existing loyal customers
- First-time shoppers
- Holiday gift buyers
- Bargain seekers

Promotional Strategies

1. Sitewide discounts and flash sales
2. Buy-One-Get-One offers on popular items
3. Limited-time bundles and gift sets
4. Free shipping for orders over a certain amount
5. Email marketing and personalized recommendations
6. Social media giveaways and influencer collaborations

Timeline

- **November 1-7:** Plan campaigns, create promotional materials
- **November 8-15:** Launch pre-holiday teaser promotions; test website/app
- **November 16-30:** Start holiday sales, launch main marketing campaigns
- **December 1-20:** Daily flash sales, social media engagement
- **December 21-24:** Last-minute deals and express shipping promos
- **December 26-31:** Post-holiday clearance sales

Roles & Responsibilities

Team Member	Responsibility
Marketing Lead	Develop campaign strategy, oversee execution
Graphic Designer	Create promotional materials, web banners, and social posts
Sales Manager	Coordinate offers, track sales, analyze results
Customer Support	Handle inquiries and order issues during promotions
IT Team	Ensure website stability, update landing pages

Key Performance Indicators (KPIs)

- Percentage increase in total sales
- Number of new customers acquired
- Email open and conversion rates
- Social media engagement (likes, shares, comments)
- Average order value

