

End-of-Year Promo Schedule & Year-Round Planning Guide

End-of-Year Promo Schedule Template

November: Prep & Build Awareness

Week 1-2: Strategy & Content Creation

- Plan promotions and set goals (e.g., revenue targets, lead generation).
- Identify key offers: discounts, bundled services, free resources, or exclusive bonuses.
- Create content: social media posts, email campaigns, blog posts, and lead magnets.
- Start warming up your audience with educational or value-driven content related to your offerings.

Week 3-4: Early Access/Soft Launch

- Announce upcoming promotions to your email list and social media followers.
- Offer early access to existing clients or VIP subscribers to build excitement and gather testimonials.

December: Promotions & Conversion

Week 1: Launch

- Officially launch your main promotion.
- Focus on email campaigns, retargeting ads, and engaging social media content.
- Use urgency (e.g., limited-time offers, countdown timers) to encourage quick action.

Week 2: Mid-Campaign Check

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- Share client success stories or testimonials to reinforce your offer.
- Use educational content to address objections or FAQs (e.g., blog posts, videos, webinars).

Week 3: Last Call

- Run a "last chance" campaign. Emphasize the benefits of acting now.
- Add bonuses for purchases or sign-ups in the final days.

Week 4: Celebrate & Engage

- Share results (e.g., "Thank you for helping us achieve X this year!").
- Run a low-pressure campaign focusing on New Year goals and plans.

Educational Content for Year-Round Promo Planning

1. Set Annual Goals

- What are your revenue, lead generation, and brand visibility goals?
- Which quarters are historically the busiest or slowest for your business?

2. Identify Core Promotions

- What products or services generate the most value for your clients?
- Which seasonal events (tax season, back-to-school, holidays) align with your offerings?

3. Create Monthly Themes

- Assign a theme or focus for each month (e.g., January: Planning & Goal Setting, February: Networking Tips, March: Tax Prep for SMBs).

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- Tie promotions to those themes to keep content cohesive.

4. Build Campaign Assets in Advance

- Plan email sequences, social media posts, webinars, and landing pages at least one quarter ahead.

5. Leverage Partnerships

- Which B2B partnerships could amplify your reach?
- Plan joint ventures, webinars, or co-branded promotions.

6. Track Performance & Adjust

- Set up analytics (email open rates, CTRs, sales conversions).
- Use insights to refine future campaigns.

Questions to Personalize the Template

1. What services or products are you promoting during the holiday season?
2. Do you have an existing email list, and how engaged is it?
3. What's your typical sales cycle, and how does this affect timing for your promotions?
4. Are you currently leveraging partnerships or co-marketing opportunities?
5. Do you have any budget allocated for advertising (e.g., Google Ads, LinkedIn, retargeting)?
6. What tools are you using for email marketing, social scheduling, and analytics?