

EXAMPLE: Annual Content Planning Calendar Year \_\_\_\_\_

Jan	Feb	Mar	April
Sale Jan. 5 - 15	Valentine's Day value-add special, free monogramming with any purchase – 3 days only	4 new styles released 3/15	Vacation 4/3 – 4/15
May	June	July	Aug
4 new styles released 5/01 Memorial Day weekend special sale	Renegade Craft Fair	Week at the beach – 3 <sup>rd</sup> week LA Show early July	4 new styles released 8/25
Sept	Oct	Nov	Dec
	Dose Market 3 <sup>rd</sup> weekend 3 new styles released 10/15/ Thanksgiving in CT	Thanksgiving in CT BOGO half off Cyber Monday special	2 Day Shipping same as ground Dec 18 - 22



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