Marketing Activity	**Week Commencing 27 November**	**Week Commencing 4 December**	**Week Commencing 11 December**	**Week Commencing 18 December**	**Week Commencing 25 December**	**Week Commencing 1 January**	**Week Commencing 8 January**	**Week Commencing 15 January**	**Week Commencing 22 January**
Facebook Posts	Christmas shopping reminder	Gift suggestions	Cut off dates for delivery and orders	Christmas promotion	Scheduled	Scheduled	Happy New Year	Ideas for School Holidays	Reminder that school goes back
Facebook Offer		Free delivery		Discount coupon					
Facebook Link	Website shopping		Popular purchases		Scheduled	Scheduled	School Holiday activities	Back to school purchases	
Website Update	Latest products		Delivery dates	Popular purchases	Activities over the Christmas break				
Advertising – Local Paper		Christmas bonus		Last minute Christmas ideas					
Advertising – Local Radio	Christmas bonus		Last minute Christmas ideas	Christmas opening hours			Ideas for back to school purchases		
Signage	Christmas delivery and order reminder		Christmas opening hours						
Promotional Offer	Christmas cards for customers	Buy now and receive a free gift		Coupon given with purchase					Coupon valid to 31 January