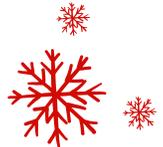




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# 12-WEEK HOLIDAY CONTENT & PROMOTION S ROADMAP

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[www.MauisMarketingCompany.com](http://www.MauisMarketingCompany.com)





### PHASE 1:

#### PREP + VISIBILITY (Weeks 1-4)

- Update online listings and holiday hours
- Batch-create social content
- Announce early-bird specials
- Warm up your audience with educational posts
- Highlight gift-worthy offers
- Add testimonials throughout content

### PHASE 2:

#### CONVERSION + CUSTOMER CARE (Weeks 5-8)

- Showcase best-sellers and bundles
- Focus on urgency messaging
- Promote gift cards
- Run limited-time offers
- Highlight customer reviews
- Use automation and saved responses

### PHASE 3:

#### RETENTION + RESET (Weeks 9-12)

- Send gratitude content to customers
- Ask for reviews
- Launch New Year bundle
- Outline what's coming next year
- Review analytics
- Strengthen loyalty programs



