


2007 MEC Merchandising Calendar Legend


 **2005 Marketing Blueprint Step** – This symbol indicates an important marketing step as outlined in the MEC 2005 Marketing Blueprint. You can view the blueprint in its entirety here: http://www.marketingexperiments.com/marketing_plan.cfm

 **Related MEC Research Brief to Review** – This symbol indicates a comprehensive research brief that MEC has prepared that corresponds with one or more of the steps in the Marketing Blueprint. These briefs may be used as you review your current website

 **Important Holiday** – This symbol, combined with 'red' text indicates a major U.S., Canadian or U.K. holiday.


 **Holiday Related Activity** – This symbol indicates a suggested marketing activity that is related to major holiday.

 **Search or Pay-Per-Click Related Activity** – This symbol indicates a suggested search or pay-per-click marketing related activity.









 **Top Shopping Day** – This symbol indicates that in 2003 this day was one of the top 10 shopping days, as reported by the International Council of Shopping Centers.

 **Special Holiday Related Email** – This symbol suggests the time and theme for a special holiday related email.







January 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Begin "Get What You Really Wanted Campaign" on	2	3	4	5  Begin "Back to School Campaign" on eBay	6
7	8	9 End "Get What You Really Wanted Campaign" on	10	11	12	13
14	15  Conduct a Competitive Analysis	16	17  Begin Valentine's Day Marketing on Site	18	19	20
21	22	23	24	25	26	27
28	29  Conclude New Years PPC Promotion	30  Start Valentine's Day PPC Promotion	31			















February 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1  Send Super Bowl Email	2	3
4	5  Optimize/Review Your Home Page & Landing Pages	6	7	8	9  Valentine's Day Email	10 Promote eGiftCards
11	12  Last Day to Ship for Valentine's Day	13	14  Valentine's Day	15  End Valentine's Day PPC Promotion	16  Review MEC Brief: Landing Pages Tested	17  Begin President's Day Sale on Site
18  Send President's Day Sale Email	19  President's Day	20	21	22	23	24 Begin Spring Shopping Season on eBay
25	26	27	28			












March 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1  Optimize/Review Your Website Copy	2  Review MEC Brief: Transparent Marketing	3
4	5  Review MEC Brief: Long Copy vs. Short Copy	6	7	8  Send St. Patrick's Day Email	9	10
11	12	13	14	15	16	17  <i>St. Patrick's Day</i>
18	19  Implement / Review Your Website Metrics	20  Brief: Web Metrics 1	21  Brief: Web Metrics 2	22	23	24
25	26  Begin Easter Sale on Site	27  Send Easter Email	28	29	30  Begin Summer PPC Campaign for summer product retailers	31

April 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1  April Fool's Day  Send Entertaining Email	2	3  Optimize/Review Your Order Process	4  Review MEC Brief: Order Process Tested	5  Review MEC Brief: Abandoned Order Recovery Tested	Good Friday  Review MEC Brief: Configurator Tested	7
8 Easter Sunday	9  Send Spring Email	10	11	12	13	14
15	16  Optimize/Review Your Email Capture	17  Review MEC Brief: Email Capture Tested	18  Review MEC Brief: Email Capture Pop-ups Tested	19  Send Earth Day Email	20	21
22  Earth Day (U.S.)	23	24	25  Review/Optimize Your Offer Price	26  Review MEC Brief: Offer Pricing Tested	27  Review MEC Brief: Subscription Revenue Tested	28
29	30					







May 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1  Begin Mother's Day Sale on Site	2  Send Mother's Day Email	3	4	5
6	7	8	9  Send Mother's Day eGiftCard Email	10  Last Day to Order for Mother's Day	11  Begin Summer PPC Campaign for	12
13  Mother's Day	14  Begin Memorial Day Sale on Site Review/Set-up Comparison Shopping Campaign 	15	16	17  Send Memorial Day Email	18  Comparison Shopping Engines Tested	19
20	21	22	23	24	25	26
27	28  Memorial Day (U.S.) Spring Bank Holiday (U.K.)	29	30	31		









June 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4  Review/Optimize Pay-Per-Click Campaigns	5  Review MEC Brief: Overture Tested	6  Avoiding Unprofitable PPC Campaigns	7  Brief: Google AdWords Select Tested	8  Review MEC Brief: Small PPC Engines Tested	9
10	11	12  Send Father's Day Email	13	14	15	16
17  Father's Day	18  Review/Optimize Natural Search Engine Strategy	19  Review MEC Brief: Natural Search Engines Tested	20  Review MEC Brief: Google Page Rank Tested	21  Review MEC Brief: Dynamic Pages Tested	22	23
24	25	26	27  Send Independence Day (U.S.) Email	28	29	30  End Summer PPC Campaign for summer product retailers





July 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Canada Day 	2	3	4 Independence Day (U.S.) 	5	6	7
8	9 <i>i</i> Consider Implementing a Linking Campaign	10  Review MEC Brief: Linking Strategies Tested	11	12	13	14
15	16 <i>i</i> Pursue Site Credibility Indicators	17  Review MEC Brief: Customer Ratings Tested	18  Review MEC Brief: Award Sites Tested	19	20	21
22	23 <i>i</i> Optimize/Review Email Campaign	24  Review MEC Brief: Email Campaigns Tested	25	26	27	28
29	30	31				



August 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1  Begin Q4 Holiday Marketing Plan	2 Review 2006 Sales Data	3  Start Back-to-School PPC	4
5	6	7  Explore Alternative Channels	8  Review MEC Brief: eBay Basics Tested	9  Review MEC Brief: Yahoo Store Changes Tested	10  Review MEC Brief: Amazon Stores Tested	11
12	13  Start Back to School Sale	14  Send Back to School Email	15 Assess IT Infrastructure Scalability	16	17	18
19	20  Create an Effective Affiliate Program	21  Review MEC Brief: Affiliate Marketing Tested	22	23	24	25
26	27  Begin Labor Day Sale	28  Send Labor Day Email	29  End Summer PPC Campaign for traditional retailers.	30	31	









September 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3  Labor Day (U.S.)	4 Begin Customer Service & Fulfillment Assessment	5	6	7	8
9	10	11  Send Back to School eGiftCard Email	12	13	14	15
16	17	18	19	20	21  End Back-to School PPC Promotion.	22
23	24	25	26	27	28  Start Halloween PPC Promotion	29
30						










October 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  Begin Columbus Day Sale	2  Send Columbus Day Email	3	4	5	6
7	8 Columbus Day (U.S) Thanksgiving Day (Canada)	9	10	11	12	13
14	15	16	17	18	19	20
21 Yom Kippur	22	23	24	25	26	27
28	29	30	31 Halloween			

November 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1  End Halloween PPC Promotion	2	3
4	5 Holiday Promotions Review & Testing Day	6	7	8	9	10
11  Veterans Day (U.S.)	12	13	14	15	16  Start Holiday PPC Promotion	17
18	19  Begin Holiday Theme on Site	20  Send Early Bird Holiday Shopping Email	21	22  Thanksgiving Day (U.S.)  Increase Bids for Christmas	23	24
25	26  Number 2 Top Shopping Day	27	28	29	30	

December 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8  Number 4 Top Shopping Day
9	10	11	12	13  Number 9 Top Shopping Day	14  Send eGiftCard Email	15  Number 3 Top Shopping Day
16  Number 6 Top Shopping Day	17	18	19	20  Number 7 Top Shopping Day	21   Last Day to Order for Christmas Number 8 Top Shopping Day	22  Number 1 Top Shopping Day
23  Number 5 Top Shopping Day	24   Christmas Eve eGiftCard Promotion on Site Number 10 Top Shopping Day	25  Christmas Day	26 Begin End of Year Sale	27  Send End of Year Sale Email	28	29
30	31					