



This is the MEC Merchandising Calendar for the 2006 Fall and Holiday Seasons.  
 We hope you find this useful and that you will share your experience with us. Please send any feedback on this calendar to:  
[feedback@marketingexperiments.com](mailto:feedback@marketingexperiments.com)

## August 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b>  Begin Q4 Holiday Marketing Plan	<b>2</b> Review 2004 Sales Data	<b>3</b>	<b>4</b>  Start Back-to School PPC	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>  Explore Alternative Channels	<b>9</b>  Review MEC Brief: 2006 Marketing Blueprint	<b>10</b>  Review MEC Brief: Optimized Landing Pages	<b>11</b>  Review MEC Brief: Micro-Gains Tested	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>  Start Back to School Sale	<b>16</b>  Send Back to School Email	<b>17</b> <b>ASSESS IT</b> Infrastructure Scalability	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>  Create an Effective Affiliata Program	<b>24</b>	<b>25</b>  End summer PPC Campaign for Retailors	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>  Begin Labor Day Sale	<b>30</b>  Send Labor Day Email	<b>31</b>		






## September 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4  Labor Day	5 Begin Customer Service and Fulfillment Assessment	6	7	8	9
10	11	12  Send Back to School eGiftcard Email	13	14	15	16
17	18	19	20	21	22  End Back to School PPC Promotion	23
24	25	26	27 Provide affiliates with 4th quarter marketing materials.	28	29  Start Halloween PPC Promotion	30

## October 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2  Begin Columbus Day Sale	3  Send Columbus Day Email	4	5	6	7
8	9  Columbus Day	10	11 Remind top affiliate to prepare for the peak season	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Update affiliates with any final materials	26	27	28
29	30	31  Halloween				

## November 2006

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1  End Halloween PPC Promotion	2	3	4
5	6 Holiday Promotions Review and Testing Day	7	8	9	10	11  Veteran's Day
12	13  Begin Holiday Theme on Site	14	15	16  Start Holiday PPC Promotion	17	18
19	20	21  Send Early Bird Holiday Shopping Email	22	23  <b>Thanksgiving Day</b>  Increase Bids for Christmas	24  #2 Top shopping Day Black Friday	25
26	27	28	29	30		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2  #4 Top Shopping Day
3	4	5	6	7	8	9  #3 Top Shopping Day
10	11	12	13	14	15  #9 Top Shopping Day	16  #6 Top Shoppig day
17	18	19	20  #8 Top Shoppig day	21  #7 Top Shopping Day	22  #5 Top Shopping Day	23  <b>#1 Top Shopping Day</b>
24   Christmas Eve eGiftCard #10 Top Shopping Day	25  Christmas Day	26	27  Send End of Year Sale Email	28	29	30
31						