



# Five-Day Promo Checklist & Timeline

## BEFORE THE PROMOTION

- Check calendar for **promotion specs**
- Pick your **promotion goal**. What do you want to achieve?
- Decide a **theme/narrative** for your promotion
- Decide which **channels** you'll use to promote
- Create a **specific content game plan** for every post and channel
- Prepare your **social posts!**
- Remember: only announce the promo **when it's live**
- Optional:** schedule your posts beforehand

## FIVE-DAY PROMO TIMELINE

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### DAY ONE: The Promo is Live!

- ▶ **Announce the promotion** and create some excitement!
- ▶ Your customers have waited for this. They now have **the perfect opportunity** to get some new merch!
- ▶ **Spread the word.** Monitor all channels and respond immediately to any feedback and/or engagement.

### DAY TWO: Get Creative

- ▶ Take it easy, but **keep sharing that relevant content.** Engage with your audience as usual.
- ▶ **Post images** of a customer wearing your merch
- ▶ Share **behind-the-scenes** content
- ▶ Pass along **customer testimonials**
- ▶ Share a style guide or blog post where you highlight the on-going promo

### DAY THREE: Remind Your Customers

- ▶ Third day of the promo... time to **remind your audience**
- ▶ Share **dedicated content** related to the promotion
- ▶ **Showcase some specific products or designs**, including your bestsellers. Use model photos if you can.

### DAY FOUR: Pump it Up

- ▶ **Start creating urgency** in your copy... the promotion is about to end! "Get your order in before the promo's gone!"
- ▶ **Share new products or designs** you haven't featured
- ▶ Pass along some **original content**, like customers wearing your merch or a blog/video related to your brand
- ▶ If you've ordered samples, this is the last chance to put that material to good use. **Share a video or an Instagram story** to show them off.

### DAY FIVE: Last Chance

- ▶ Last chance! Create a **sense of urgency** in your copy and imagery, as the promotion ends soon. "LAST DAY of Free shipping!"
- ▶ Prepare to **be extra responsive and/or attentive** to any reactions from your potential customers
- ▶ This is **the last moment** to get those orders in!