



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






## September 2006

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

## October 2006

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

## November 2006

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

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