Karbon Creative

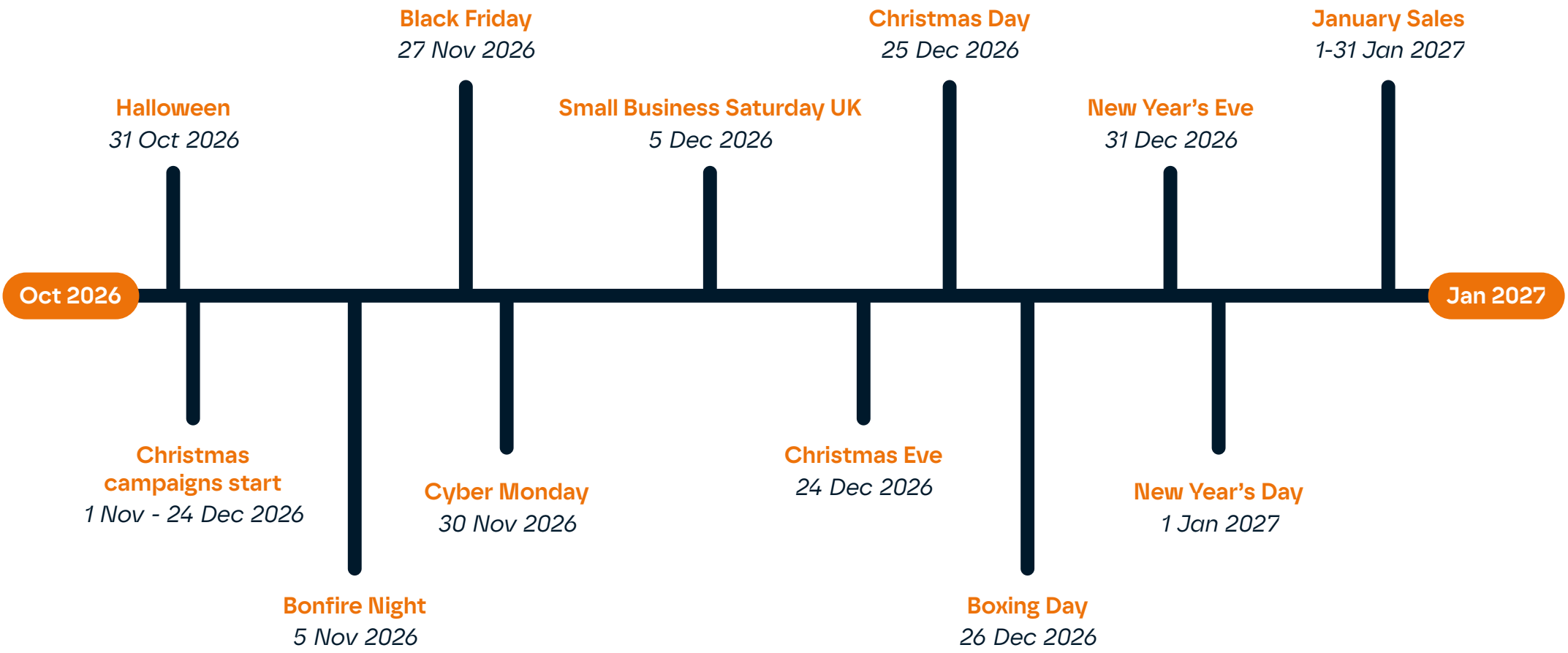
Your Guide To The *Holiday Season*

Plan earlier. Create better. Make the most of the busiest marketing period of the year.

2026/27

Holiday season *at a glance*

Your visual guide to the key dates shaping the holiday season. Use this timeline to plan your campaigns from October through to the January sales.



You don't need a campaign for every date. Choose the moments that fit your audience, business and capacity.

Campaign planning *timeline*

Work backwards from the chosen campaign launch date, rather than starting when the holiday arrives.

6–8 weeks before launch

Strategy, offer, audience and objectives.

4–6 weeks before launch

Concept development and creative production.

2–4 weeks before launch

Landing pages, email, organic content and paid campaign setup.

1–2 weeks before launch

Final approvals, scheduling and testing of links, forms, checkout and tracking.

Launch day

Go live, check everything is working and monitor the initial response.

During the campaign

Monitor performance, optimise and respond.

After the campaign

Retarget, follow up and review results.

Allow extra time for print production, delivery and supplier bookings.

Campaign *planner*

Campaign	Key date	Objective	Audience	Offer/message	Call to action	Channels (tick required)
						☐ Organic social ☐ Paid social ☐ PPC / paid search ☐ Email ☐ Website ☐ Print / offline ☐ Blog / other

Assets needed	Deadlines	Budget	Campaign dates	Owner	Success metric and target
What needs creating, and what can we reuse?	Asset deadline: _____ Final approval deadline: _____		Launch date: _____ End date: _____		For example, 30 qualified enquiries rather than simply “more leads”.

Results achieved	

What worked	

What would we change next time?	

Campaign *planner*

Extra page

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Channel *planner*

Use this planner to turn your campaign into activities for each channel. Note what's needed, when it goes live and who's responsible, keeping your core message consistent.

Channel	Activity / asset needed	Launch date	Owner
Organic social			
Paid social			
PPC			
Email			
Website			
Content			
Print / offline			

Content *ideas bank*

Stuck for something to share? Use these prompts to spark seasonal content ideas for your products or services. Choose what's relevant to your audience and give it your own angle.

Gift guides

Countdowns

Seasonal FAQs

Customer stories

Behind-the-scenes

Team content

Product/service spotlight

Limited-time offers

Educational content

Customer thank-yous

Year-in-review highlights

New Year tips

Creative *checklist*

Before approving seasonal artwork, use this checklist to make sure it's clear, consistent and ready to go.

- [ ] **Will this catch attention in the place it will appear?**
- [ ] **Is the offer/message immediately clear?**
- [ ] **Does it still look like our brand?**
- [ ] **Is it designed for the platform or placement?**
- [ ] **Have we created enough variations?**
- [ ] **Does the digital creative work on mobile?**
- [ ] **Is there a clear next step?**
- [ ] **Are the dates, prices and offer details correct and consistent?**
- [ ] **Have we tested the links, QR codes, forms and tracking?**
- [ ] **Can we fulfil the offer within the stock, capacity and delivery times available?**

Left it a *bit late?*

There's still time to do something useful, but keep it realistic. Use the time you have to focus on one clear message, the channels you know work and what your team can deliver well.

4+ weeks

Build a focused plan.

Choose your message, channels and assets. Confirm who's creating and approving everything before production starts.

2-4 weeks

Reduce the scope.

Focus on one offer or message and your strongest channels. Adapt existing designs and drop anything that needs lengthy production.

1-2 weeks

Use what's ready.

Refresh approved artwork, reuse relevant content and link to an existing page. Prioritise channels where you already reach your audience.

Less than 1 week

Keep it to one useful action.

Send a focused email or publish a timely social post. If the offer or customer journey isn't ready, skip the date.

Short on time? Cut the number of assets and channels - not the checks on your message, links and ability to deliver.

Start January *with a plan*

Don’t let your marketing stop when the festivities do. Use this planner to prepare your January activity before the Christmas break, so you return with clear messages, ready-to-go content and a plan to follow.

Area	What needs to happen?	Owner + deadline
January offers and bookings		
New Year messaging		
Lead nurturing		
Retargeting holiday traffic		
Q1 campaigns		
Content production		
Budget resets		

Before you switch off: get early-January content approved and scheduled, check any planned ads and confirm who’s handling enquiries when activity goes live.

Need another pair of eyes on your *holiday campaign?*

Whether it's campaign strategy, creative, content, paid media or bringing everything together, the Karbon team can help.

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