

Holiday Season Planner: Platform-by-Phase Worksheet

Brand and season year

Example role allocation

Table 1 • Example role allocation

Platform	Sept test	Oct launch	Nov to Cyber Monday	Dec to Christmas	Q5
Pinterest	Primary	Support	Support	Support	Support
Instagram and Facebook (Meta)	Support	Primary	Primary	Primary	Support
TikTok	Support	Support	Support	Support	Primary

Legend

Example allocation. Choose roles from your audience, available assets, and results. Adjust dates for fulfillment and approvals. Primary: example primary role in this illustrative allocation, not a platform ranking. Support: example supporting role in this illustrative allocation.

Season Grid

Record your chosen role with Goal, Budget, and Creative.

Table 2 • Season Grid

Platform	September test	October launch	November to Cyber Monday	December to Christmas	Q5
Pinterest					
Instagram and Facebook (Meta)					
TikTok					

Detail Card

Reuse for any grid cell that needs more detail.

Platform and phase Success measure

Asset owner Production due date

Creative review due Brand/legal review due

Approval owner/date Publishing check owner/date

Illustrative example

Post-holiday campaign: test a relevant offer with a warm audience you can reach. Choose the channel from prior results.

Note

Base budgets on your own history. Tagged-link clicks are not sales.

January Carry-Over

Audiences and learnings

Approval and legal lock date
