










Channel	Campaign	Content	Connection	Channels
Website	Christmas sales	Christmas banner	Facebook Pixel will be triggered and same ad will be shown	 
Social Media	Christmas sales	5 posts on christmas sales, with different items every day	Link to landing page for christmas sales	 
Email Marketing	Christmas sales	Emails with discount coupon	Link to landing page Link to YouTube channel	  
Adwords	Christmas sales	Christmas campaign with related keywords	Link to landing page retargeted of previous web traffic	 
Content	Christmas sales	Blog post about the best ways to prepare for Christmas 1 min video with gift ideas for dads	Post blog posts on Facebook Retarget landing page visitors with AdWords campaign Video runs as ad on Facebook	  
Instore	Christmas sales	1 min video with gift ideas on instore screens Banners with christmas deals	Same video used as Facebook ad	