FTAP Marketing Timeline!

Use these dates to create your marketing plan and make the most of the Nut & Candy Season!

October 1
Login to M2 today and start setting up your digital shop! You can customize your avatar and start entering your customers' information. Oct 1 is also National Pumpkin Spice day! Suggest to your customers what delicious treat from your shop pairs best with their favorite seasonal fall time drink, and watch the orders start to pour in!

October 7
It’s National Chocolate Covered Pretzel Day! Let customers know about your delicious Dark Chocolate Peppermint Pretzels by posting a reminder and a cool picture of you enjoying some on social media with a link to your Digital Shop.

October 20
There is 1 month left for customers to get goodies from your Digital Shop. Consider sending out an email or text reminder that customers can still order delicious treats to arrive just in time for the holiday season! You can even suggest they send some treats to a distant loved one or donate some Care to Share.

October 22
It’s National Nut Day! Make sure customers have what they need to celebrate this tasty day by letting your customers know about this day. You can even consider creating a jingle or commercial to share with customers and drive them to your Digital Shop!

October 31
Happy Birthday Juliette Gordon Low! October 31 is Founder’s Day and a great way to get customers to your Digital Shop. A fun idea can be dressing up like Juliette Gordon Low, and create a quick video to share with customers asking them to support your cause and celebrate Juliette’s life.

November 11
Happy Veteran’s Day! As a tribute to military veterans who have served in the U.S. Armed Forces, let customers know that you are offering FREE SHIPPING on orders of $25 dollars or more today only! It would be a good idea to let them know ahead of time so that they can have their order ready to be placed on the 11th!

November 13
This is the last day of the Fall Take Action Program, and your final push to the finish line. Plan on doing an end of the Fall Take Action Program countdown in a creative way and drive customers to your Digital Shop so they can place their final orders. Shops close at midnight, so get those orders in!