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Lulu.com, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is for fashion brands who need to develop a digital and direct marketing strategy for the holidays. Did you know you could make 60 of your annual sales in 3 months? Planning for the Holiday Season should not be taken lightly. Both from a merchandising and pricing standpoint, as well as from a marketing strategy. Whether you are getting a head start in Q1/Q2 or need last minute Q3/Q4 strategies, download this guide to find out what you should be doing . Topics Included: Merchandising Product Assortment Pricing Markdowns Social Media: Paid Unpaid Influencer Marketing Dedicated and Paid Blog Posts and Newsletters Popup Shops Holiday Events Timelines Budget Sample Outreach Emails.



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