



Q4 2019 – Activity Planner





Q4 PLANNING

**AGENCY
TEAM**

Our activity planner should help you to plan the Q4 key events for your clients.

Use this planner to plan events and help boost sales in the most important quarter of the year.

We have added all the key dates and filled the gaps with important partner exposure activities.

Every Monday you will receive an updated email with the latest exposure decks from our top affiliates.

Please feel free to contact us for more information:

agencyteam@webgains.com



AGENDA

**AGENCY
TEAM**

- ▶ **Tips & Tricks**

- ▶ **Q4 Important Dates & Exposure Calendar**

- ▶ **Partner Proposals – Attached**



A man with glasses is sitting in a chair, drinking from a cup, with a laptop on his lap. He is in a room with a bookshelf and a lamp. The image has a red overlay.

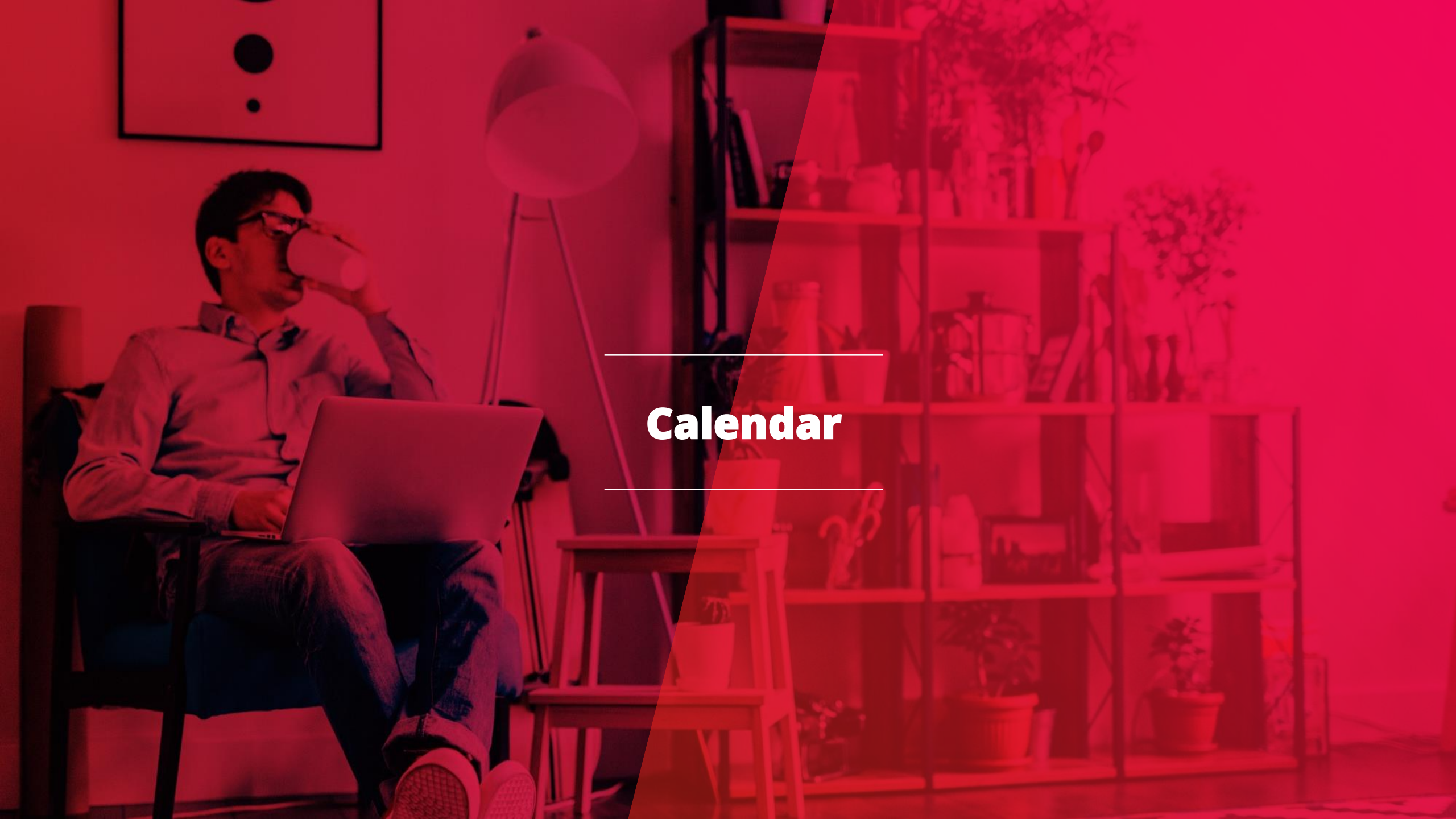
Tips & Tricks



- Most of the time, tenancy options are the only accepted model to get special exposure in this quarter, so be sure to save some budget!
- Reach out to your top affiliates and mid-tier affiliates as early as possible to ensure for the best slots available.
 - There are typically three types of placements available on affiliate sites: banner placement in related category pages, placements in affiliate driven holiday promotion pages, and email. Some affiliates can also offer content opportunities, competitions or social pushes
 - Remember it's a rate card and is there to be negotiated. Tenancy costs can be sometime reduced by offering increased CPA and exclusive codes or by agreeing to pay bonuses for hitting revenue targets, meaning the activity is more performance based and aligned with the channel's goals
- Prepare your seasonal banners, text links, voucher codes and offers at least two weeks prior to the occasion, to make sure everything is available when the exposure starts.



- Product specific banners yield a higher clickthrough rate than generic banners, so it's a good idea to use them to promote your products.
- Also make sure you have specific text links setup to make it easier for your affiliates to promote your Q4 key products. Make sure to create text links for each category on your website and upload a few for special events and seasonal occasions.
- Once the occasion is over, please replace your creatives as soon as possible with generic banners / text links.
- You can also add in reminders to regularly refresh your banners, links, vouchers, codes, offers etc. to make sure the correct promotions are available at the right time.

A man with glasses is sitting in a chair, drinking from a cup, with a laptop on his lap. He is in a room with a bookshelf and a lamp. The image has a red overlay.

Calendar



TIMEFRAME & TIMELINES

**AGENCY
TEAM**

OCTOBER

- Add product based creative with call to action
- Communicate your Q4 plans to publishers
- Outline key campaigns with top publishers

NOVEMBER

- Ensure Black Friday / Cyber Monday and other key date promotions are communicated to top publishers
- Update your assets on the Webgains platform
- Review publisher applications regularly; this is a peak time to attract new partners to the program
- All your campaigns with top publishers should be finalised and booked

DECEMBER

- Contact key partners for last minute discounted exposure opportunities
- Provide updated assets for the final push
- Prepare details of your post-Christmas sales, landing pages and banners
- Communicate January Sale dates and details
- Book in publisher campaigns for post-Christmas sale exposure

Please consider sending a one-page overview that includes your brand information, Q4 key dates, promotional budgets, and desired exposures to us.

Also get in touch if you have any Q4 questions. Your account manager will help you with your enquiries.

agencyteam@webgains.com



september

2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
26 August	27	28	29	30	31 / 1 September
2 <i>Tip - University courses start soon – Think of content and exposure</i>	3 Vouchercodes, new weekly codes	4 Vouchercodes, Windfall	5	6 Vouchercodes, Student Focus	7/8
9 <i>Tip - Book exposure and upload content for the new autumn season</i> Vouchercodes Restaurant Focus	10 Vouchercodes, new weekly codes	11 <i>Tip - Start looking into Black Friday & Cyber Monday Exposure!</i> Vouchercodes, Windfall	12	13 Vouchercodes, Student Focus	14/15 LONDON FASHION WEEK
16 100 DAYS UNITL CHRISTMAS	17 Vouchercodes, new weekly codes	18 Vouchercodes, Windfall	19 Vouchercodes, Fashion focus	20 RUGBY WORLD CUP (20 Sept. – 02 Nov.) Vouchercodes, Pay Day Push and Student Focus	21/22 UCI WORLD CHAMPIONSHIP (22 Sept. – 29 Sept.)
23	24 <i>Tip - Plan and book exposure for Halloween</i> Vouchercodes, new weekly codes	25 Vouchercodes, Windfall	26	27 Vouchercodes, Pay Day Push and Student Focus	28/29
30	1 October	2	3	4	5/6

october

2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
30 September	1 October Vouchercodes, new weekly codes TopCashback Xmas Market Guide	2 Vouchercodes, Windfall	3 TopCashback Super Thursday Blog	4 Vouchercodes, Student Focus	5/6
7 <i>Tip - Get your content and creatives ready for Halloween</i> TopCashback NYE Guide	8 Vouchercodes, new weekly codes	9 GROUPON Reach Network: Vouchercloud Food & Drink Special Mirror Newsletter	10	11 Vouchercodes, Student Focus	12/13
14 Topcashback Half Term Guide	15 Vouchercodes, new weekly codes	16 <i>Tip - Start Booking Black Friday Exposure!</i>	17 Vouchercodes, Fashion focus	18 Vouchercodes, Student Focus	19/20
21	22 Vouchercodes, new weekly codes	23 GROUPON Reach Network: Vouchercloud Food & Drink Special Mirror Newsletter	24	25 Vouchercodes, Student Focus and October Pay Day Push	26/27 Vouchercodes, Podium Placement
28 Topcashback Kids Gift Guide	29 Vouchercodes, new weekly codes	30 Vouchercodes, Windfall	31 HALLOWEEN	1 November	2/3
4	5	6	7	8	9/10

november

2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
28 October	29	30 <i>Tip - Get your Black Friday and Cyber Monday content and creatives ready</i>	31	1 November Vouchercodes, Student Focus	2/3 GROUPON Reach Network: Vouchercloud Themend (Trending)
4 Vouchercodes, Xmas Kids Push TopCashback His & Hers Gift Guide and Xmas Early Bird Deals	5 Vouchercodes, new weekly codes	6 Vouchercodes, Windfall	7 Vouchercodes, Xmas Countdown Podium	8 GROUPON Reach Network: Mirror Newsletter	9/10 GROUPON Reach Network: Vouchercloud Trending Home / Garden
11 SINGLES DAY Vouchercodes, Spotlight Email TopCashback Early Black Friday Sales Blog, Stocking Filling/Toy Deals	12 SAVOO Christmas kick off Vouchercodes, new weekly codes	13 Vouchercodes, Windfall	14 Vouchercodes, Xmas Countdown Podium	15 GROUPON Reach Network: Mirror Newsletter	16/17 GROUPON Reach Network: Vouchercloud Trending Gift Selection
18 Vouchercodes, BF Launch TopCashback Secret Santa Gift Guide and Xmas Deals	19 SAVOO It's all about the kids Vouchercodes, new weekly codes	20 Vouchercodes, Windfall	21 Vouchercodes, Xmas Countdown Podium	22 GROUPON Reach Network: Mirror Newsletter	23/24 GROUPON Reach Network: Vouchercloud Themed Early Black Friday
25 GROUPON Reach Network: Vouchercloud Black Friday Newsletter TopCashback BF Week Lead up to Black Friday	26 GROUPON Reach Network: Vouchercloud Black Friday Newsletter TopCashback Newsletter Vouchercodes, new weekly codes	27 GROUPON Reach Network: Vouchercloud Black Friday Newsletter Vouchercodes, Windfall & BF Longtail	28 SAVOO Black Friday Early Access Vouchercloud Black Friday Newsletter Vouchercodes, BF Code and Fashion Focus	29 BLACK FRIDAY AND PAYDAY (PLACEMENTS AVAILABLE FOR EVERY AFFILIATE)	30 / 1 December Vouchercodes BF Continued TopCashback Newsletter
2 CYBER MONDAY	3	4 <i>Tip - Get your Christmas content and creatives ready</i>	5	6	7/8

december

2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
25 November	26	27	28	29	30 / 1 December GROUPON Reach Network: Vouchercloud Trending Codes TopCashback Newsletter
2 SAVOO Cyber Monday Sales GROUPON Reach Network: Mirror Newsletter TopCashback Newsletter/Cyber Week	3 Vouchercodes, new weekly codes	4 GROUPON Reach Network: Mirror Newsletter Vouchercodes, Windfall	5 SAVOO Electronics Newsletter Vouchercodes, Xmas Countdown Podium TopCashback Newsletter	6	7/8 GROUPON Reach Network: Vouchercloud Themed – Xmas Home Xmas TopCashback Newsletter
9 Vouchercodes, Spotlight Email Topcashback Luxury Gift Guide and Xmas Deals	10 SAVOO Gifts for her Gifts for him Vouchercodes, new weekly codes	11 Vouchercodes, Windfall	12 SAVOO Health and Beauty Newsletter Vouchercodes, Xmas Countdown Podium	13 NATIONAL UK FREE SHIPPING DAY	14/15 GROUPON Reach Network: Vouchercloud Themed – Xmas Gifts
16 SAVOO Last minute gifts Newsletter TopCashback Last Delivery Gift Guide and Xmas Deals	17 Vouchercodes, new weekly codes	18 GROUPON Reach Network: Mirror Newsletter Vouchercodes, Windfall	19 SAVOO Pre-Christmas Sale Newsletter Vouchercodes, Xmas Countdown Podium	20 LAST ONLINE ORDER DATE FOR ROYAL MAIL	21/22 GROUPON Reach Network: Vouchercloud Trending with instant xmas gift section Vouchercodes, Last min Xmas
23 Vouchercodes, Xmas Last Min TopCashback Xmas and Boxing Day Deals	24	25 CHRISTMAS DAY Vouchercodes, Logos	26 SAVOO Boxing Day Sale Newsletter Vouchercodes, Sales BOXING DAY	27	28/29 GROUPON Reach Network: Vouchercloud Themed TBA
30 SAVOO Sales Newsletter Vouchercodes, NY Sales Push TopCashback January Sales and NY Deals	31 NEW YEARS EVE	1 January NEW YEARS DAY	2	3	4/5



We give you the edge

