

30-DAY MARKETING CALENDAR · €99 · GROW

Case File 001: A Westport Bakery

A bakery that bakes six days a week and lives off the Saturday queue.
November is the month the six carved stamps launch, and this
calendar gives every weekday its reason to visit.



SIX BAKING DAYS · SIX CARVED WESTPORT LANDMARKS · ONE STAMP PER DAY'S LOAF

Calendar created by The Digital Engine

NOVEMBER 2026 · BUILT FROM THE INTAKE QUESTIONNAIRE · DELIVERED AS AN EDITABLE GOOGLE SHEET OR PDF

Portfolio sample. The bakery is an invented business from our sample-brand family (its story began as Case File 001 in our concept work). Everything here is illustrative, built to show what the €99 calendar contains. Your calendar is built from your intake and the offers you want to promote.

Includes one factual correction round. All November 2026 dates verified against the real calendar.

THE MONTH'S JOB, AND THE RULES THAT MAKE IT WORK

Give Tuesday a reason to smell of bread.

Saturday looks after itself. The stamps give the other five baking days their own small occasion: one carved Westport landmark pressed into each day's loaf, and a collector card that turns curiosity into a habit. For the campaign to work in a real shop, the rules below are decided before launch, printed on the card, and never argued about at the till.

THE SIX DAYS CARD · RULES PRINTED ON THE CARD

How it works

Buy any stamped loaf, get that day's stamp inked on your card. Six different day-stamps fill the card.

Time to collect

Stamps count across any two calendar weeks, so nobody needs to visit daily. One card on the go per customer.

The reward

A full card earns one free Saturday loaf of your choice, collected any Saturday.

Expiry and limits

Cards and rewards expire 31 January 2027. One free loaf per completed card; cards stay at the counter if you'd rather we mind them.

WHAT IT COSTS THE BAKERY

At most one free loaf for every six bought at full price, and only for customers who changed their weekday habit to earn it. Illustratively, at a €4.50 loaf that is a ceiling of about 17% on those customers' bread, paid in flour, not cash, and only on redemption.

HOW WE'LL KNOW IT WORKED

Three measures, checked weekly against October's baseline: weekday transactions (the point of the whole campaign), cards completed, and pre-orders taken from week four. If weekday sales haven't moved by the 21st, the stamps stay and the card mechanic gets revised, not abandoned.

A habit, not a discount: nobody earns free bread by accident.

FOUR WEEKLY THEMES, TWELVE POSTS

The month, week by week.

WEEK	THEME	WHY THIS WEEK	OFFER
2–8 Nov	Six Days, Six Stamps (tease)	Build curiosity before the launch; show the carving, not the loaves.	Nothing yet: anticipation only
9–15 Nov	Launch week	One stamp revealed per baking day, Monday to Saturday.	The stamped loaf of the day
16–22 Nov	Collect the Fortnight	The card turns the stamps into a habit.	Full card earns a free Saturday loaf
23–29 Nov	Christmas orders open	Last calm week; capture pre-orders before December.	Christmas bread and brioche pre-orders

TWELVE POST IDEAS WITH CAPTION STARTERS

Three a week, matched to the themes. Captions are starters in your voice to finish, not scripts.

Mon 2	Close-up of a chisel on wood: the first stamp being carved, no reveal.	<i>"Something's been taking shape after closing time. Six of them, actually. One for every day we bake..."</i>
Thu 5	The six stamps face-down on the bench, numbered.	<i>"Six stamps. Six baking days. Six pieces of Westport. Guesses welcome; first correct set gets Saturday's loaf on us..."</i>
Sat 7	The Saturday queue, thanked honestly.	<i>"This queue is why we exist. Next week the other five days get their own reason to visit. Monday, 7am..."</i>
Mon 9	Reveal 1: the mill wheel stamp pressed into Monday's sourdough.	<i>"Monday is the mill wheel. Where the town started, on the loaf that starts our week..."</i>
Wed 11	Reveal 3: the Octagon stamp, loaf held up on the Octagon itself.	<i>"Wednesday is the Octagon. We walked the loaf up to meet its landmark. It felt right..."</i>
Sat 14	Reveal 6: Croagh Patrick at dawn, the Reek behind the loaf.	<i>"Saturday was always going to be the Reek. That's all six. Which one's yours?..."</i>
Mon 16	The collector card on the counter, first stamp inked.	<i>"New on the counter: the Six Days card. Fill it across any fortnight and Saturday's loaf is our treat..."</i>
Thu 19	A regular's card with four stamps (with permission).	<i>"Noel is four stamps in and taking Thursday very seriously. The sail awaits..."</i>
Sun 22	Quiet Sunday post: the empty shop, stamps resting.	<i>"Sunday. The one day the stamps rest, and so do we. Back with the mill wheel tomorrow, 7am."</i>
Mon 23	Pre-order opener: last December's collection-day shelf.	<i>"This was the 24th of December last year: every loaf spoken for, every collection calm. Orders open today..."</i>
Thu 26	Meet the baker: hands shaping brioche, honest caption.	<i>"Small bakery, two pairs of hands, which is exactly why pre-orders exist..."</i>
Sat 28	Month close: a full card and the free loaf it earned.	<i>"First completed card of the month, and the Saturday loaf that comes with it. December, we're ready..."</i>

THE PROMOTIONAL EMAIL, OUTLINED

One email, sent launch morning.

SEND: MONDAY 9 NOVEMBER · LAUNCH MORNING · TO YOUR PERMISSION-BASED LIST ONLY

Six days. Six stamps. Starting with the mill wheel.

Preview text: every baking day now has its own Westport landmark.

- 1 · One warm line about the Saturday queue and the quiet Tuesdays.
- 2 · The idea: six carved stamps, one landmark per baking day, revealed this week.
- 3 · Today's: the mill wheel, with the photo.
- 4 · The collector card arriving next week, with the two-week rule in one sentence.
- 5 · Single button: "See this week's loaves".
- 6 · PS: Christmas pre-orders open on the 23rd.

RELEVANT DATES AND OPPORTUNITIES · NOVEMBER 2026, VERIFIED

Sun 1 Nov	All Saints; town quiet after Halloween	Rest. The tease starts Monday
Wed 11 Nov	Westport Christmas lights date typically announced	Photograph Wednesday's Octagon loaf under them once they're up
Mon 16 Nov	Collector card launch	Pin the card post all week
Fri 27 Nov	Black Friday	Sit it out, and say why: no discounts on bread, but the card earns a free loaf the honest way
Sun 29 Nov	First Sunday of Advent	Christmas pre-order reminder lands naturally

WHAT SUCCESS LOOKS LIKE ON THE 30TH

More Tuesdays that smell of the weekend.

Three numbers against October's baseline, checked each Friday: weekday transactions, completed cards, and Christmas pre-orders from week four. The calendar is the month's plan; those three lines are its scoreboard.



SHIPS WITH THIS CALENDAR

The editable Google Sheet (or this PDF) with every post, date and caption starter, and one factual correction round. Graphics, photography, posting, scheduling, sending and paid ads aren't included: you stay in control of your accounts. The calendar's scope is ideas and starters; fully written captions belong to the Monthly Marketing Partner.

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