

Week 3: Spring Linen Set launch

A complete representative week from the Merchroot calendar. Read it on a phone, print it, or copy the fields into your existing workflow.

WEEK 3 PLAN

Spring Linen Set launch, free shipping over \$50

The goal: connect one product story to one measurable weekly move.

Monday

Promotion

Turn on free shipping over \$50, feature the Spring Linen Set above the fold, and add the threshold to the announcement bar.

TRACK

AOV and promo revenue

DECISION CUE

Keep the offer if AOV clears shipping cost and the set gets qualified clicks.

Tuesday

Merchandising

Tighten the product page story, link the matching pieces, and pin the Spring Linen Set to the collection lead position.

TRACK

Product views and add-to-cart rate

DECISION CUE

Keep the hero placement if add-to-cart rate beats the store median.

Wednesday

Email + SMS

Send the same launch story through email and SMS, with the free-shipping threshold and one clear shop link.

TRACK

Click rate, conversion, and unsubscribes

DECISION CUE

Keep the stronger hook for the next launch and note channel fatigue.

Thursday

Customer response

Reply to launch questions, tag objections about size or care, and turn useful answers into product-page copy.

TRACK

Reply themes and assisted conversions

DECISION CUE

Use repeated questions as the next FAQ, caption, or product detail.

Friday

Inventory

Check SKU 412 on hand, sell-through, and weeks of cover before the weekend push. Cap the feature if stock is tight.

TRACK

On-hand units, sell-through, and cover

DECISION CUE

Restock, cap, or swap the featured item before demand outruns supply.

Saturday

Customer voice

Review replies, support notes, and comments from the launch. Save one proof point and one friction point.

TRACK

Saved proof points and open objections

DECISION CUE

Carry the clearest proof into next week and assign one fix to the shop backlog.

Sunday

Planning

Log the week, compare the three tracker numbers, and choose next week's featured product, offer, and send window.

TRACK

Sessions, conversion, and attributed revenue

DECISION CUE

Repeat, adjust, or retire the move based on the three recorded numbers.

Use the week, then make a decision

The sample is intentionally complete enough to try. The paid package repeats this operating shape for the other 12 weeks and adds the full setup workflow.

MESSAGE WORKSHEET

One story, two coordinated channels

Use the same Spring Linen Set promise in email and SMS. Keep the threshold visible, then send visitors to one focused shop page.

EMAIL SUBJECT

SMS HOOK

WEEKLY MEASUREMENT

Record these three numbers on Sunday

Sessions to featured product

Conversion rate

Revenue attributed to slot

Decision: repeat, adjust, or retire the move based on the three recorded numbers.

WHAT THIS SAMPLE SHOWS

The full calendar gives every week this same operating shape: a planned merchandising move, a promotion, an email/SMS window, an inventory check, and a measurable decision. Week 3 is the only sample content included here.