



2020 HOLIDAY *Marketing Checklist*





WEBSITE

Your website is your number one sale person, even if you don't offer ecommerce services. Ensure consumers are able to find the most up to date information during the holiday season by auditing your website.

- ❑ **Creative & Content:** Set the tone with festive imagery and content. Consider highlighting holiday traditions, community happenings, recipes, or other things that are relevant to your industry.
- ❑ **Events:** Events may look different in 2020 but they're not completely gone. Highlight any events you're still planning to hold during the holiday season, whether virtual or in person. If you will be hosting in person events, let attendees know what they should expect.
- ❑ **Sales & Promotions:** Highlight your most important sales or promotions on the front page of your website.
- ❑ **Inventory:** Ensure your inventory is consistent and up-to-date throughout the holiday season. Be realistic with shipping times.
- ❑ **Calls to Action:** Offer unique calls to action such as a discount code with an e-newsletter signup or a free gift with an online purchase.
- ❑ **Conversion Paths:** Make sure thank you pages and other conversion pages are updated to reflect your holiday tone and messaging. Offer a future discount code to encourage customers to visit again during the holiday season.



PAID MEDIA

The digital landscape is more competitive during the holiday season due to an increase in advertisers. Put your best foot forward by creating a strategic paid media plan that aligns with your seasonal goals.

- ❑ **Evaluate Past Efforts:** Re-visit marketing efforts from 2019. Take note of major wins and areas of improvement.
- ❑ **Determine Budget:** Account for an increase in digital traffic and competition and attribute budget based on the metrics that matter the most.
- ❑ **Develop Goals:** Take data and insights from previous holiday seasons and develop SMART marketing goals. When creating your goals, consider the increase in screen time among consumers and the growth of online sales in 2020.
- ❑ **Marketing Strategy:** Determine what marketing tactics to use. Based on individual goals tactics may change from promotion to promotion. Consider a combination of paid and earned media for increased exposure.
- ❑ **Content & Creative Strategy:** Utilize a calendar to outline content strategy and to keep track of what messages will be communicated on which channels. Be mindful of dates, promotions, and calls to action that will be relevant during the holiday season. Content and creative can be 'dressed up' for the holidays but should include similar elements and tone you typically use.



EARNED MEDIA

Stay in touch with your customers during the holidays by utilizing social media and e-newsletters. This direct communication will improve current relationships while also creating new ones.

- ❑ **Update Hours:** Keep customers informed by updating your seasonal hours on Google My Business and other social platforms that you typically utilize like Facebook and Instagram.
- ❑ **Dress It Up:** Change your profile picture and/or header images to show festivity and to highlight any seasonal promotions.
- ❑ **Content Calendar:** Match your organic content schedule with your paid schedule by using a content calendar to map out messaging and posting dates.
- ❑ **Interact:** Use Facebook and Instagram to interact with your customers.
 - ❑ Go Live
 - ❑ Use stories to highlight new offerings, post questions/polls, and encourage engagement
- ❑ **Newsletter:** Newsletters are an easy and effective way to communicate. Keep your customers up to date on specials or promotions by utilizing a free platform such as MailChimp.
- ❑ **Contests:** Consumers love the chance to win something. Consider sponsoring a photo contest on your website or partnering with other local businesses to offer a larger prize.



CREATIVE

Stand out from the competition with eye-catching creative that tells a festive seasonal story.

- ❑ **Brand Consistency:** Retain recognizable brand elements when shifting into the holidays. If you don't have brand guidelines outlined already, create a simple document that outlines color and logo usage, imagery, and your core values to ensure a consistent experience for your customers.
- ❑ **Consistent Content:** Customers want an integrated experience no matter where they receive communication from you. Ensure you're creating a positive experience by making your messages similar across all platforms.
- ❑ **Solve a Problem:** Life can be complicated during the holidays, especially during a pandemic. Offer customers an extra level of value by helping to solve a problem by creating holiday gift guides, last minute shopping advice, or a relaxing break.
- ❑ **Play on Emotions:** Develop a story line throughout your holiday messaging that tells a story that will resonate with the feel-good nature of the holiday season.
- ❑ **Holiday Rush:** Eliminate the misery of the holiday rush for your customers by reinforcing information like shipping rates & times, BOGO incentives, store hours, and shopping tips.