# Holiday Marketing Checklist

## Website

- ❏ Make your website festive! Change your website's header, background, or your home page slideshow! You can also change colours to red or green, or add snowflakes in your header - anything goes!
- ❏ Create a gifts under $25 guide, or a stocking stuffers collection page to promote on social media or digital advertising.
- ❏ Create incentives to follow links to your store with discount codes.
- ❏ Update your landing pages' calls to action.

## Email Marketing

- ❏ Update your mailing list if it needs additions.
- ❏ Schedule an ecard mailout to wish your customers a Merry Christmas.
- ❏ Send email campaigns for your big sales (Black Friday, Cyber Monday, 12 Days of Christmas, Order Deadlines).
- ❏ Promote your sales or discount codes.
- ❏ Reward your loyal customers with deals unique to them!
- ❏ Feature new product collections.
- ❏ Send gift ideas (for him, for her, under $25…)

## Social Media

- ❏ Change your Facebook header to something festive.
- ❏ Schedule posts surrounding your sales.
- ❏ Product features: show photos or videos of your products in action!
- ❏ 12 Days of Christmas can be used to feature a product on sale or a product feature (each day for 12 days).
- ❏ Schedule posts prior to deadlines for custom orders or "delivered by Christmas" or "installed by Christmas".
- ❏ Create a special discount code for your social following.
- ❏ Schedule "last minute gift ideas" posts closer to Christmas to get late shoppers' attention.
- ❏ Hold a contest/giveaway.

## Digital Advertising

- ❏ Make a list of inexpensive, high stock, or target products you expect to sell this year, and make ads specific for these.
- ❏ Still doing radio or newspaper ads? Make sure your website has them listed as well!
- ❏ Plan (and budget) a holiday campaign for Facebook AND Google advertising!
- ❏ Promote your discounts or discount codes with specific ads.
- ❏ Reassess your budgets for the holiday period, and consider Increasing your remarketing campaigns' budgets during the holidays.
- ❏ Browse the new Google Ads keyword planner to refresh your keywords.
- ❏ Create landing pages for your campaigns.