



HOLIDAY SALES & MARKETING CHECKLIST

Planning and executing a comprehensive strategy ensures a successful holiday sales and marketing campaign. This checklist provides a step-by-step guide to navigate through each phase of your holiday marketing efforts efficiently:

1. PREPARATION

- Research Holiday Trends
- Understand The Holiday Consumer
- Set Clear Holiday Sales and Marketing Goals
- Mark Key Holidays
- Develop a Budget and Allocate Resources
- Optimize & Update Your Website
- Segment Your Email List
- Know Your Holiday Style/Voice
- Create a List of Content Ideas
- Outline a Timeline of Execution

2. CONTENT CREATION

- Create Actionable and Beneficial Holiday Offers
- Plan Social Media Content
- Design Holiday Graphics
- Implement Holiday SEO Strategies
- Prepare Video Content
- Produce High-Quality Blog Posts/Articles
- Develop Interactive Content
- Craft Engaging Email Campaigns
- Personalize Content for Different Audience Segments
- Schedule Content Distribution

3. COLLABORATION AND PROMOTION

- Coordinate with Influencers
- Prepare Holiday Ad Campaigns
- Partner with Complementary Brands

- Leverage Affiliate Marketing
- Collaborate with Local Businesses
- Explore Co-Branding Opportunities
- Engage with Your Customer Community
- Optimize Landing Pages and Conversion Paths
- Monitor Competitor Activity
- Collaborate with Charitable Organizations

4. DELIVERY AND ENGAGEMENT

- Send Holiday Email Campaigns
- Post Social Media Content
- Launch Ad Campaigns
- Engage with Customers Through Various Channels
- Host Live Events
- Set Up Automation for Frequently Asked Questions
- Encourage User-Generated Content
- Create Interactive Experiences
- Offer Exclusive Deals and Discounts
- Monitor Engagement Metrics

5. MONITOR & ADJUST

- Analyze Results and Gather Feedback
- Monitor and Adjust campaign Performances
- Benchmark Against Goals
- Track Key Performance Indicators (KPI)
- A/B Testing
- Competitor Analysis
- Customer Journey Analysis
- Monitor Social Media Channels and Online Conversations
- Post-Campaign ROI Evaluation
- Conduct Real-Time Monitoring

6. POST-HOLIDAY

- Review and Document Key Metrics/Learnings
- Create Customer Feedback Surveys
- Convert Holiday Customers to Repeat Buyers
- Customer Segmentation for Retention
- Plan for Off-Season Marketing
- Create an Inventory Clearance Strategy If Applicable
- Plan for Seasonal Trends
- Data Backup and Documentation for Next Year

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