



– RETAIL –

# Holiday Marketing Checklist

Ready to get more sales this holiday season? Use this checklist to get ahead of the game and finish the end of the year strong.

## Planning for key holiday opportunities

### Mark key dates on your calendar

- Black Friday - November 27, 2020
- Thanksgiving - November 26, 2020
- Small Business Saturday - November 28, 2020
- Cyber Monday - November 30, 2020
- Hanukkah - December 10 - 18, 2020
- Christmas - December 25, 2020
- Kwanzaa - December 26, 2020

### Segment your lists

- [Segment your list](#) to send more targeted, relevant offers
- Early-bird shoppers - send content and offers early in the season
- Deal seekers - focus on discounts and key shopping days (Black Friday & Cyber Monday)
- Last-minute shoppers - send last-chance offers and reminders
- Evergreen shoppers - engage throughout the season
- VIPs - create unique offers such as exclusive bundles

### Create your holiday offers

- Determine your goal
- Who are you trying to reach?
- What do your best customers find valuable?
- Create your offers

### Get ready for online sales

- Add an [online store](#) or create [Shoppable Landing Pages](#)
- [Optimize your product descriptions](#)
- Identify shipping and pick-up options — think about in-store or curbside pick up
- Connect your existing shopping cart or store to Constant Contact:
  - [Shopify](#)
  - [BigCommerce](#)
  - [WooCommerce](#)
  - [Etsy](#)

# Taking action on your holiday marketing plan

## Update your website

- Update your website with holiday hours
- Highlight holiday offers in your [sign-up form](#) to grow your list

## Update listing & review sites

- Update your information on listing and review sites (holiday hours & your offers)

## Update & engage on social media

- Update profile information with your holiday hours
- Share helpful, valuable information to stay top-of-mind
- Encourage people to join your email list
- [Schedule posts on social media](#) to promote offers, use announcements, reminders, and last-chance reminders

## Create & send your holiday offer via email

- Schedule emails to promote offers – announce, remind, and give people a last chance to buy

## Use paid advertising

- Use [Facebook Lead Ads to grow your email list](#) before the holiday season
- Use [Facebook Instagram](#), and/or [Google Ads](#) to drive traffic and sale



# Preparing for ongoing success after the holiday season

## Review and take action

- Review the results to understand what worked and what didn't
- Further segment list based on purchase behavior
- Create an after-holiday offer to capitalize on gift cards/cash people receive
- Start [planning for consistent marketing](#) in the new year