

- RETAIL -

Holiday Marketing Checklist

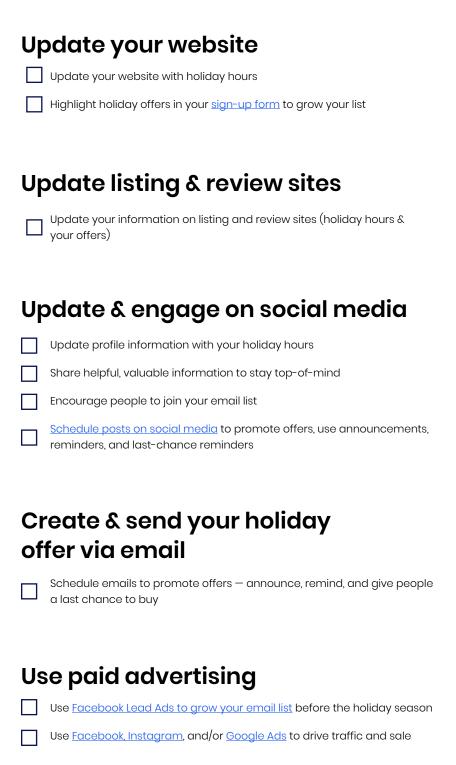
Ready to get
more sales this
holiday season?
Use this checklist
to get ahead of
the game and finish
the end of the
year strong.

Planning for key holiday opportunities

Mark key dates on your calendar

	Black Friday - November 27, 2020	Hanukkah - December 10 - 18, 2020
	Thanksgiving - November 26, 2020	Christmas - December 25, 2020
	Small Business Saturday - November 28, 2020	Kwanzaa - December 26, 2020
	Cyber Monday - November 30, 2020	
Se	egment your list	ts
	Segment your list to send more	targeted, relevant offers
	Early-bird shoppers - send cont	ent and offers early in the season
	Deal seekers - focus on discounts and key shopping days (Black Friday & Cyber Monday)	
	Last-minute shoppers - send las	st-chance offers and reminders
	Evergreen shoppers - engage throughout the season	
П	VIPs - create unique offers such	as exclusive bundles
Cr	eate your holid	lay offers
Cr	reate your holid	lay offers
Cr	•	lay offers
Cr	Determine your goal	•
Cr	Determine your goal Who are you trying to reach?	•
	Determine your goal Who are you trying to reach? What do your best customers fill Create your offers	nd valuable?
	Determine your goal Who are you trying to reach? What do your best customers fine Create your offers et ready for onli	nd valuable?
	Determine your goal Who are you trying to reach? What do your best customers fill Create your offers	nd valuable?
	Determine your goal Who are you trying to reach? What do your best customers fine Create your offers et ready for onli	nd valuable? Ine sales hoppable Landing Pages
	Determine your goal Who are you trying to reach? What do your best customers fine Create your offers et ready for onli Add an online store or create Shad on online store or create Shad on online your product description	nd valuable? Ine sales hoppable Landing Pages
	Determine your goal Who are you trying to reach? What do your best customers find Create your offers et ready for onli Add an online store or create Shape of the control of the cont	nd valuable? ine sales hoppable Landing Pages ons
	Determine your goal Who are you trying to reach? What do your best customers find Create your offers et ready for onli Add an online store or create Shape of the control of the cont	nd valuable? Ine sales hoppable Landing Pages ons otions — think about in-store or curbside

Taking action on your holiday marketing plan





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 <u>planning for consistent marketing</u> in the new year