Constant Contact

Retail

Holiday Marketing Checklist

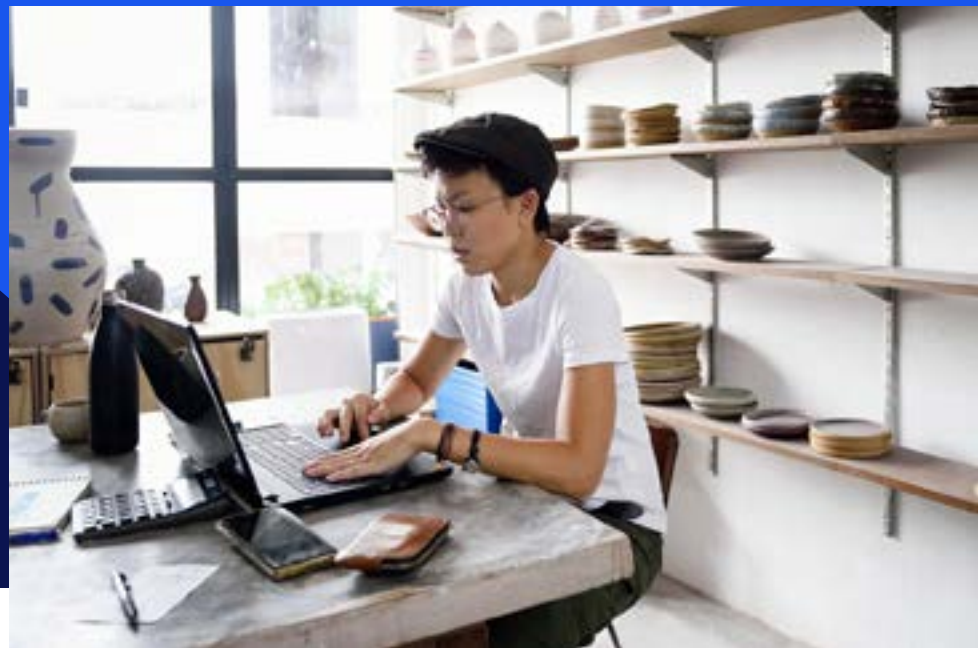
Ready to get more sales this holiday season? Use this checklist to get ahead of the game and finish the end of the year strong.

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

Planning for key holiday opportunities



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
  - [ ] WooCommerce
  - [ ] BigCommerce
  - [ ] 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

Constant Contact