

# HOLIDAY MARKETING CHECKLIST

## Store Maintenance

- Check website speed
- Fix broken links, 404 errors...
- Update sitemap
- Test mobile and desktop performance
- Adjust website SEO
- Holiday-optimize product feeds
- Adjust shipping and return policies
- Test your checkout page
- Prepare the visuals
- Set up cross-sells and up-sells
- Choose holiday color palette
- Prepare landing page
- Create holiday greetings
- Evaluate the security
- Personalize your product descriptions
- Optimize your title image metadata
- Adjust pricing
- Set up emails, chatbots, coupon codes...



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## Email Marketing

- Create newsletters (gift & holiday guides)
- Create transactional content
- Segment email list
- Schedule email campaigns
- Run A/B testing
- Batch writing of subject lines and copies
- Make your call-to-action visible
- Check for broken images and links
- Create festive headers and footers
- Mobile-optimize emails
- Pair email and social marketing together
- Add unsubscribe button
- Proofread, proofread, and proofread
- Make sure all links are working properly
- Monitor the metrics
- Check social icon links
- Check if dynamic content works correctly
- Use personalization



# HOLIDAY MARKETING CHECKLIST

## Social Media Marketing

- Find the dates to target
- Use relevant product hashtags
- Post photos and include direct links
- Include call-to-actions
- Change profile and cover photos
- Redefine your audience
- Create User-Generated Content
- Communicate with your customers
- Reach out to influencers
- Prepare copies and images (photos)
- Schedule evergreen social media posts
- Choose holiday temporary color palette
- Include interactive live chat support
- Optimize your Pinterest



# HOLIDAY MARKETING CHECKLIST

## PPC Advertising

- Set a budget
- Set key dates
- Create a buyer persona/target audience
- Craft messages
- Review keyword performance



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## Post Holidays

- Send a personalized welcome email
- Gather feedback from customers
- Compile analytics reports for next year
- Write a thoughtful About Us page
- Share your brand story on social media
- Show your appreciation
- Plan for next year
- Update your online reviews

