



THE ESSENTIAL
CHECKLIST

FOR HOLIDAY MARKETING SUCCESS



The best time to start building your holiday marketing campaigns is several months in advance,
but the next best time is TODAY!

Haven't put a holiday campaign in place yet? **Don't panic.** We've created this nifty Holiday Marketing Checklist to get you in the spirit of the season.

BEFORE YOU BEGIN

Decide on your goals for the season:

- Sales
- Brand awareness
- Audience engagement
- Social media followers

YOUR NOTES:

Determine the amount of time and resources that you will allocate to marketing this season:

- *Remember:* More than 70% of brands are dedicating over half of their holiday marketing budget to social media and SEO

Check out your competitors:

- How are they preparing?
- What did they do last year that you didn't?
 - Social media monitoring can help you analyze your competitors and learn more about what your audience is looking for during the holidays

YOUR NOTES:

THE STRATEGY

1) IS YOUR ONLINE PRESENCE MOBILE-FRIENDLY?

Optimize your website for the mobile user experience

- Make content concise, easy to read, and helpful
- It should display properly on all mobile devices
- Fast page load speed is important

Optimize your website's sales funnel for mobile

- CTAs should be attention-grabbing and easy to find
- Make a clear path to product and service pages
- Keep checkout simple and secure



THE PERCENTAGE OF
**HOLIDAY PURCHASES
MADE ON MOBILE DEVICES
INCREASED 33%**
BETWEEN 2014 AND 2015.

2) IS YOUR WEBSITE READY TO WELCOME HOLIDAY GUESTS?

Update your SEO

- Optimize product pages
 - Update page titles and descriptions to include important keywords and place enticing holiday shopping CTAs in strategic locations
- Optimize images
 - Utilize ALT text to increase the likelihood of ranking in image search results

Include a featured products category to highlight popular items or special sales

Consider a custom category or landing page for gift ideas

(e.g. Top Rated Gifts, Most Popular Gifts, Gifts by Recipient, etc.)

- Optimize holiday-themed product pages
 - Incorporate holiday-related keywords and phrases into page titles and include enticing CTAs beneath product descriptions

Ensure all information and social links are up-to-date

Utilize your homepage for:

- Promoting holiday deals and discounts
- Featured products
- Social media



**39% OF SHOPPERS
HEAR ABOUT THE BEST HOLIDAY
DEALS ONLINE**
BY VISITING A COMPANY'S WEBSITE DIRECTLY

3) ATTRACT AND DELIGHT WITH HOLIDAY CONTENT CREATION

Create holiday-themed blog posts

- Topic ideas:
 - How to choose the perfect gift for everyone on your list
 - How to save time and money this holiday season
 - _____ products that make unique gifts
 - How to shop for the person who has everything

Create holiday-themed graphics to share

- Types of graphics to consider:
 - Branded graphics to share on social media
 - Holiday cards, fun product ads
 - Infographics
 - Industry-related, helpful, and interesting to your audience
 - Blog graphics
 - Statistics, inspiring quotes, and imagery to help break up text
 - Create free graphics with online tools like Canva, Pixlr, Logo Garden, Tailor Brands, PicMonkey, and PowerPoint

Consider creating holiday video content

- Show your audience how your business gets into the holiday spirit
- Showcase products and services



4) CONVERT LEADS AND DELIGHT CUSTOMERS WITH EMAIL MARKETING

Ensure you have an email campaign in place

- Create an editorial calendar to keep track of send dates

Create enticing offers and coupons exclusively for email subscribers

- When applicable, segment your contact lists to send personalized email offers for better results

Promote your email campaigns via social media to gain more subscribers

- Tell your audience about exclusive offers that they won't be able to find anywhere else

Ensure that all emails are responsive and optimized for the mobile experience

For online stores, incentivize purchases through additional discounts, free shipping, etc.



5) BUILD RELATIONSHIPS AND STAY RELEVANT WITH SOCIAL MEDIA MARKETING

Create a social media strategy that includes:

- Sharing product images to all social platforms



- Creating and sharing branded visual content (e.g. infographics, holiday stats, featured products, discounts, etc.)
- Posting helpful holiday tips, tricks, and inspiration (a mix of your own content and other businesses' relevant content)
- Developing a consistent, relatable voice across all social media channels

If you haven't already, build a social media presence on networks where consumers are already in a shopping frame of mind

- Pinterest
- Instagram
- Facebook

6) BOOST YOUR ONLINE PRESENCE WITH PAID ADVERTISING

Pay to boost social media posts to reach a larger audience

- It's a very affordable method of advertising
- Use audience and location targeting options to ensure you're reaching the right market

Invest in Twitter and Facebook ads to target your ideal customer



**51% OF CONSUMERS
USE SOCIAL MEDIA
TO COME UP WITH GIFT IDEAS**

- Invest in Google AdWords pay-per-click advertising to increase visibility in Google search results
- Invest in Product Listing Ads (PLAs) on Google for more holiday product exposure
- Invest in paid content discovery for brand awareness
- Optimize all ads to reflect the holidays
 - Optimize ads by using holiday-related keywords and phrases

FACEBOOK ADS
TARGETED AT USERS THAT LIKE YOUR PAGE GENERATE
700% MORE CLICKTHROUGHS
THAN ADS WITHOUT A TARGET AUDIENCE

Need help reaching your business' holiday goals this year?

Contact Mainstreethost today to discuss how you can put this checklist to work and develop an effective marketing strategy that will accomplish your specific holiday goals.

READY TO START?

LET'S GET TO WORK.



SOURCES

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