



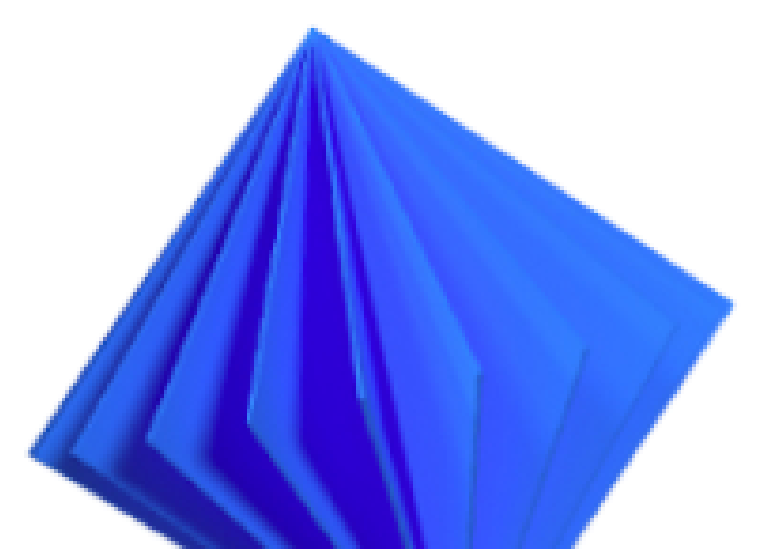
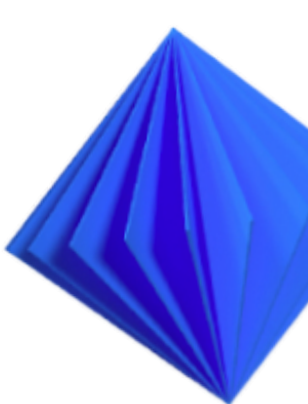
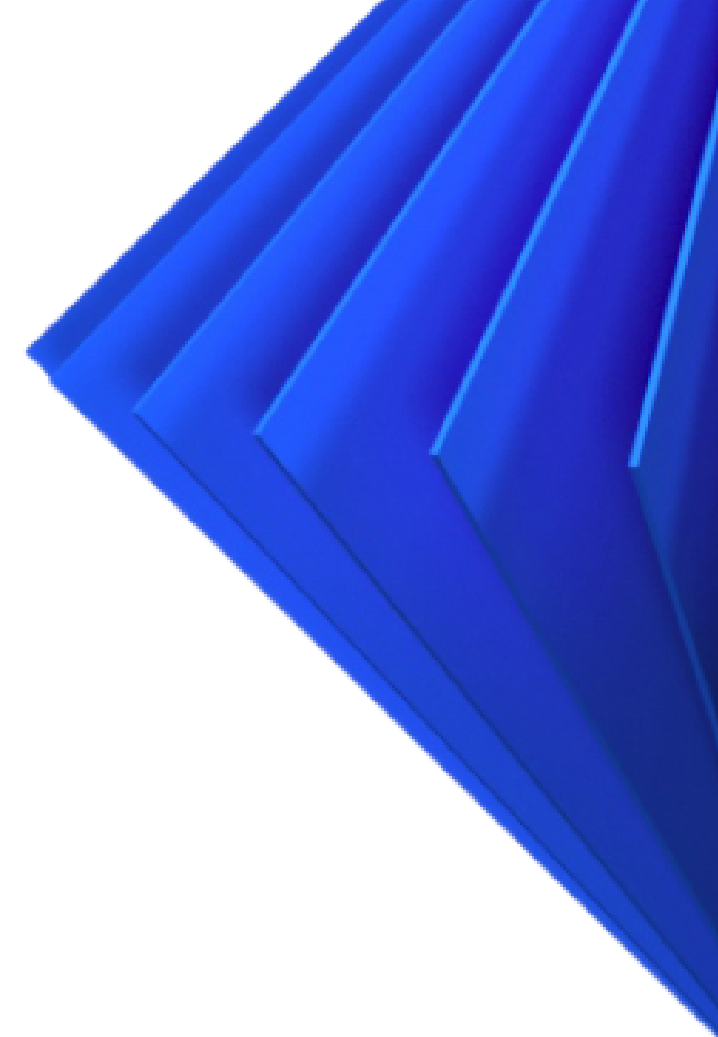
HOLIDAY MARKETING CAMPAIGN CHECKLIST 2022 BY VIDEN

Take your holiday campaign to the next level
by following this step-by-step checklist



MAJOR HOLIDAYS FOR MARKETERS

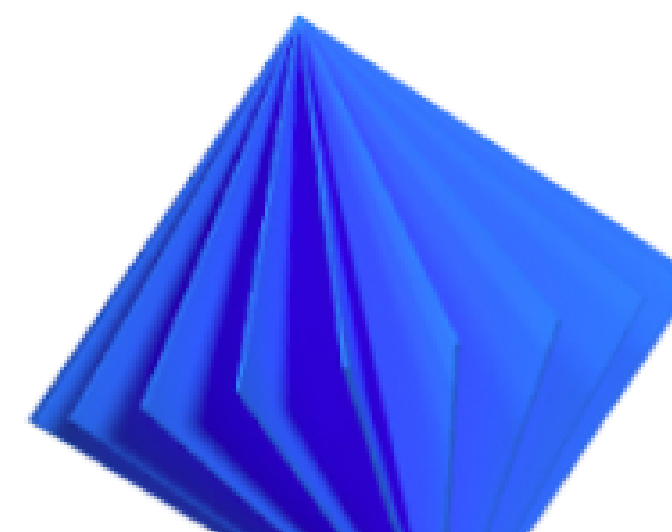
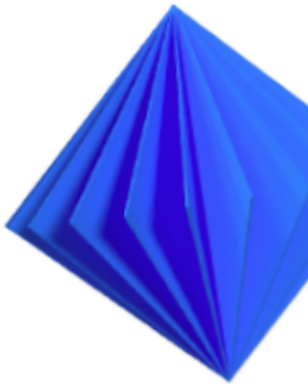
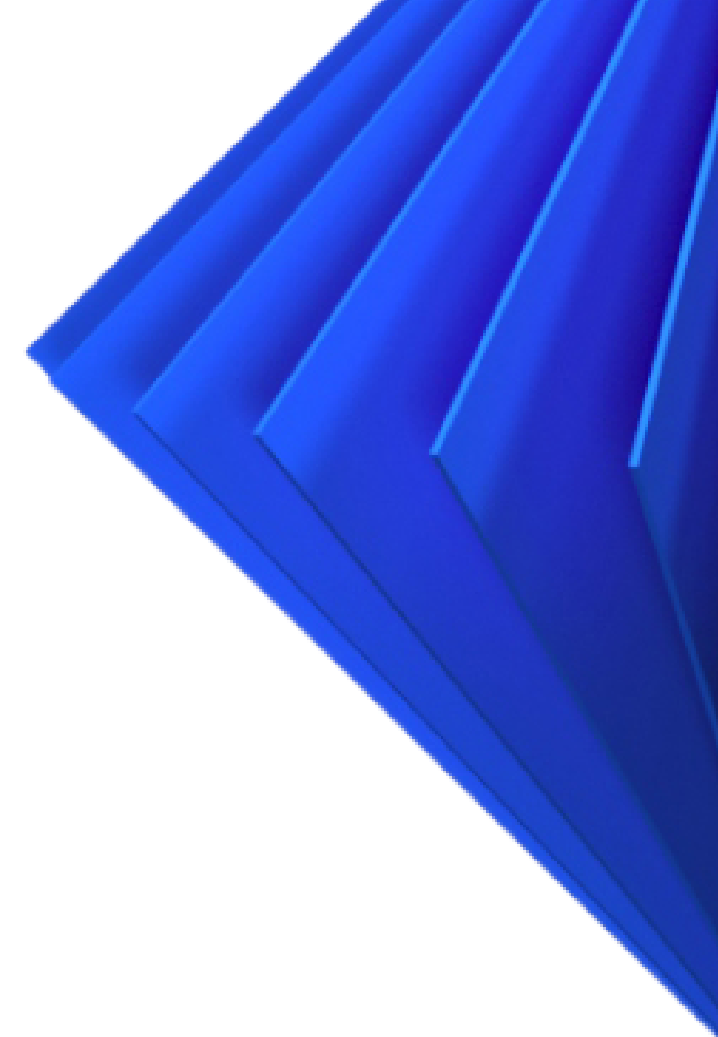
- Halloween** — October 31, 2022
- Thanksgiving** — November 24, 2022
- Black Friday** — November 24, 2022
- Cyber Monday** — November 28, 2022
- Christmas** — December 25, 2022
- New Year's Eve** — December 31, 2022



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 1. Campaign objectives

- Set out business goals
- Correlate them with sales goals
- Revisit last year's campaign figures
- Identify goals for the next year
- Decide on your holiday campaign goals based on this data



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 2. Target products

- Audit products in stock
- Choose the ones to feature in discounts and deals

Consider!

- ◆ Demand — which of your products are suitable for the holiday season and which of them would work best as gifts for others
- ◆ Inventory — take advantage of the products in stock rather than designing new products
- ◆ Margins — search for products with big margins; consider items for cross-selling and upselling

PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

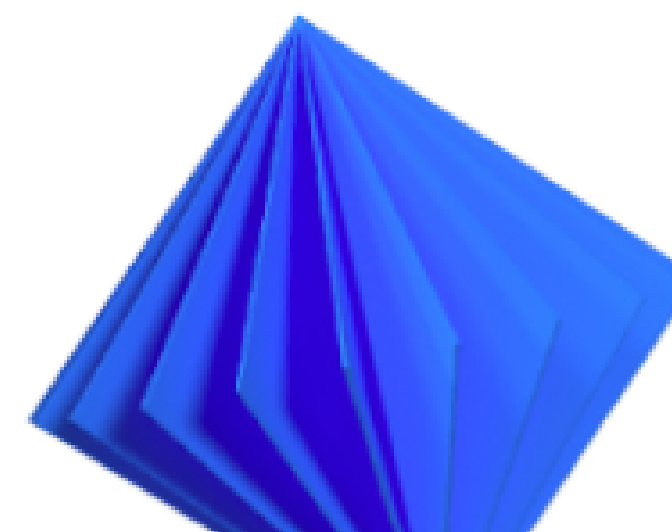
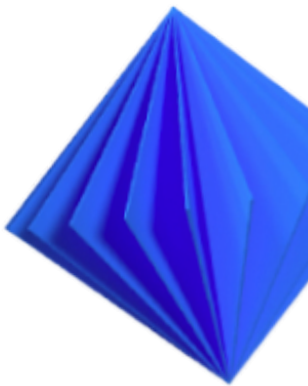
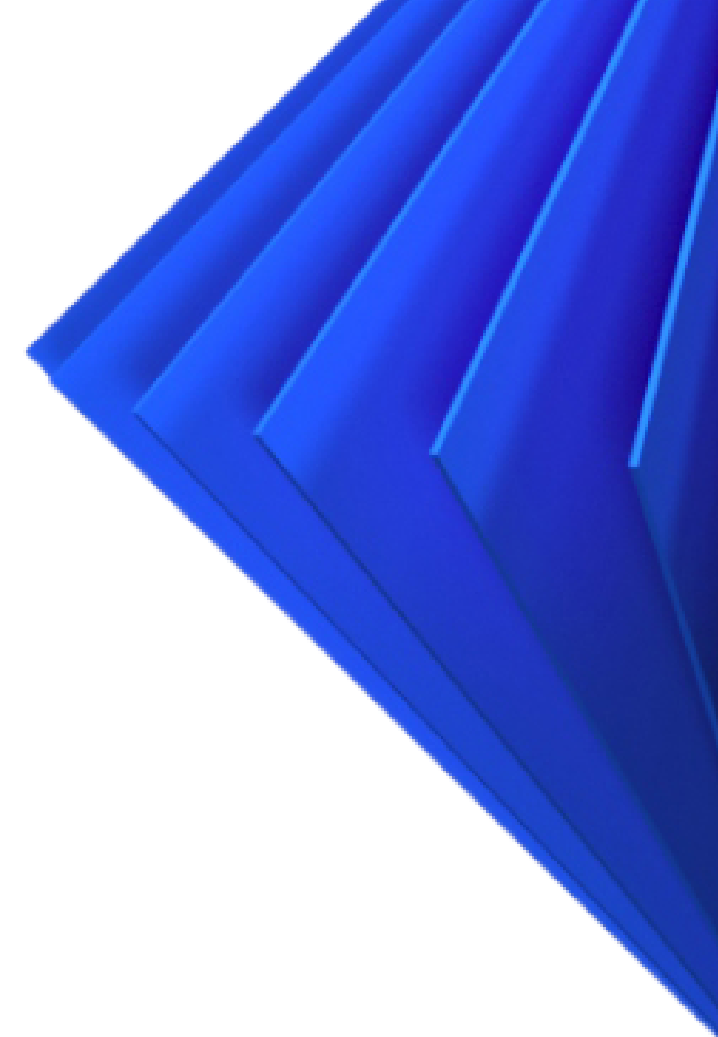
Step 3. Discount policy

- Revise your business goals
- Be sure of your audiences' expectations
- Use popular holiday season discounts (coupon codes, site-wide discounts, free shipping, specific product discounts, discounts on new products or holiday collections)

PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 4. Creative concept

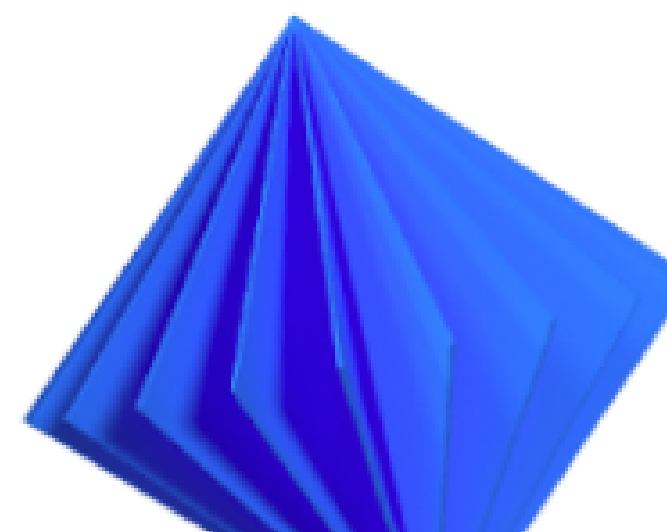
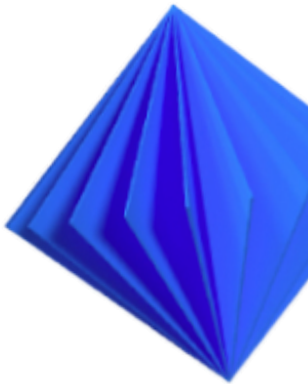
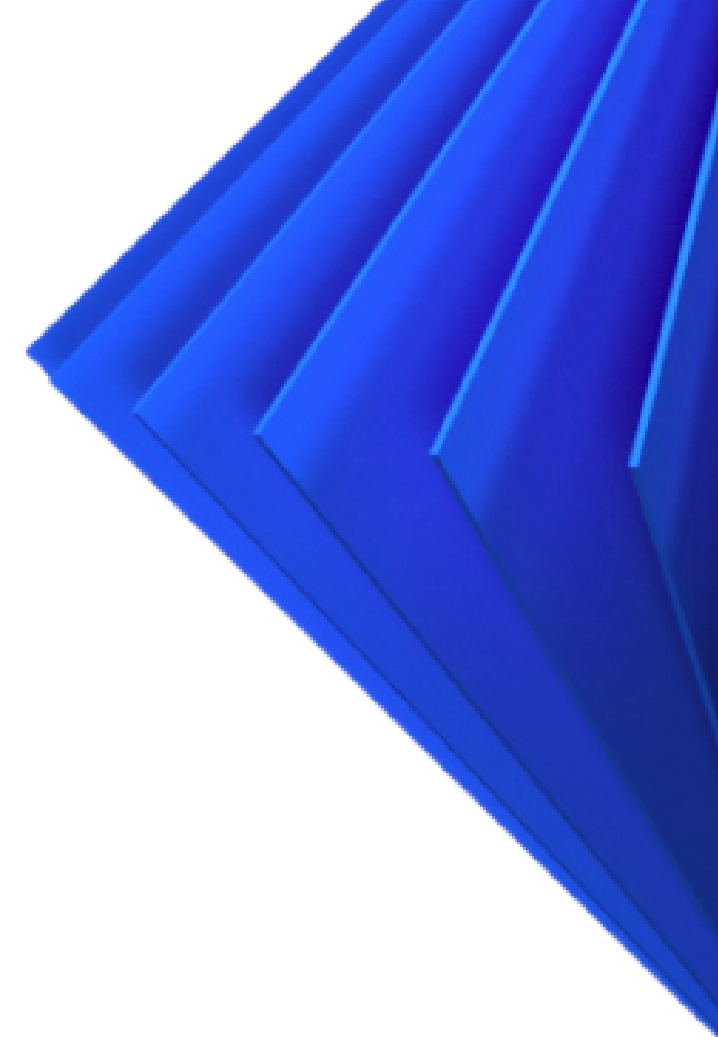
- Choose the theme of your holiday marketing campaign
- Decide on props, colors, and promotional graphics
- Plan the emotions to evoke in your customers
- Think about music, branding, and color psychology



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 5. Marketing collateral

- Landing page
- Brand story
- Blog posts
- Infographics
- Newsletters
- Presentations
- Proposals



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 6. User-friendly mobile experience

- Make sure your mobile app is functional and easy to navigate

Step 7. Planned dates

- Plan campaign launch date
- Schedule final assets for launch
- Review final assets
- Upload blog posts and other marketing materials

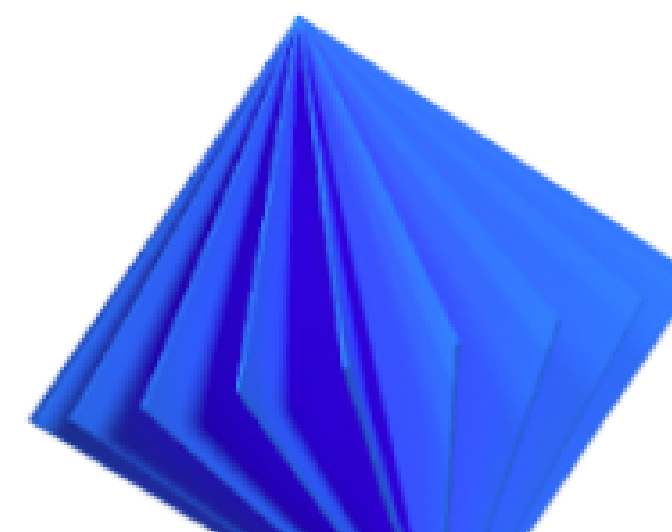
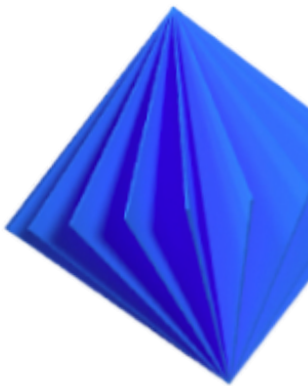
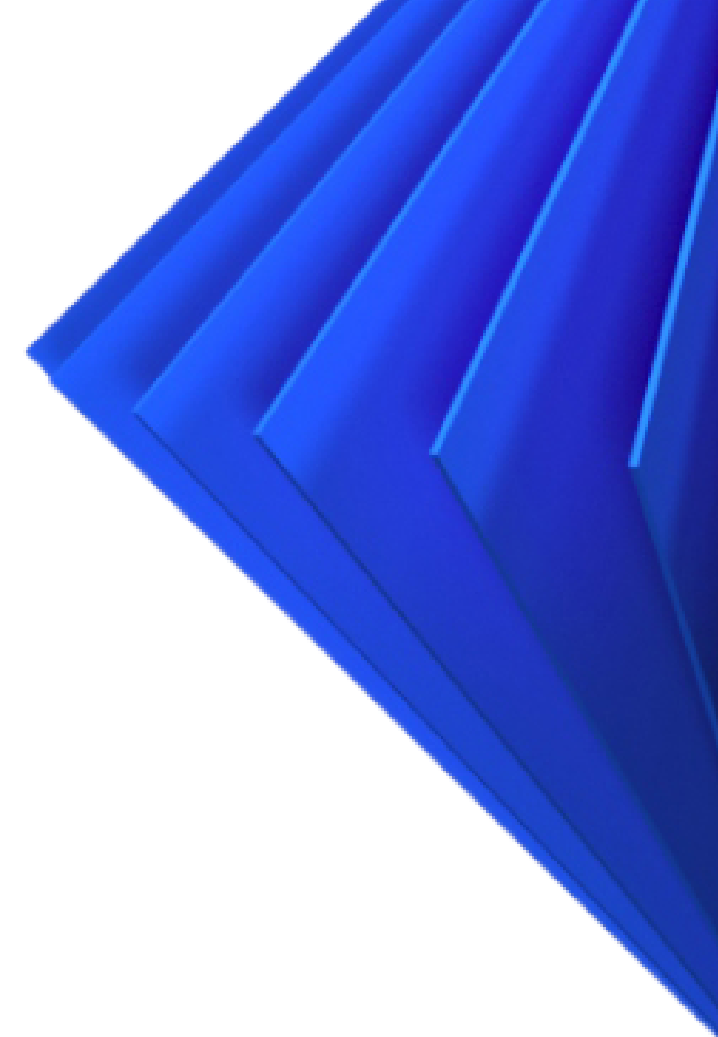
PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 7. Planned dates

- Create automated newsletters
- Create design assets
- Draft content for social media and newsletters

Step 8. Social media campaign

- Choose social media platforms
- Implement user-generated content



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 9. Social media advertising

Invest in social media ads:

- ◆ [LinkedIn ads](#)
- ◆ [TikTok ads](#)
- ◆ Twitter ads
- ◆ [Facebook ads](#)
- ◆ Snapchat ads
- ◆ [Instagram ads](#)

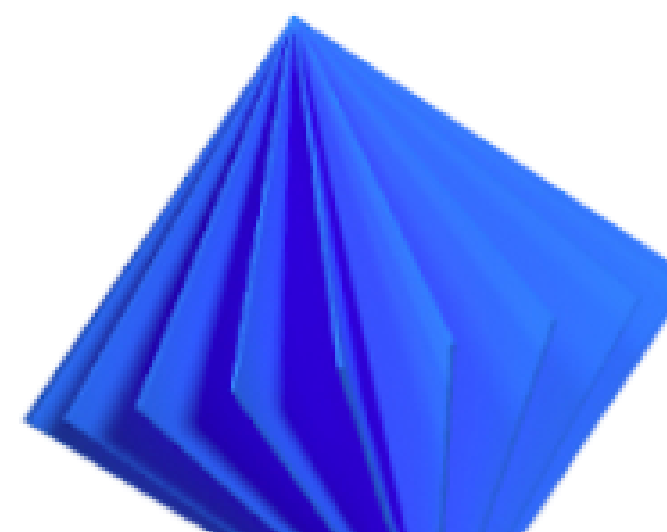
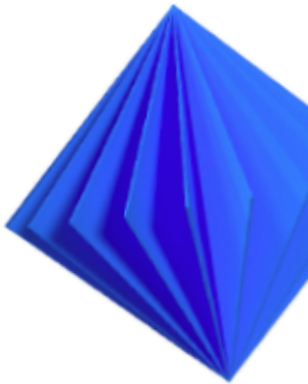
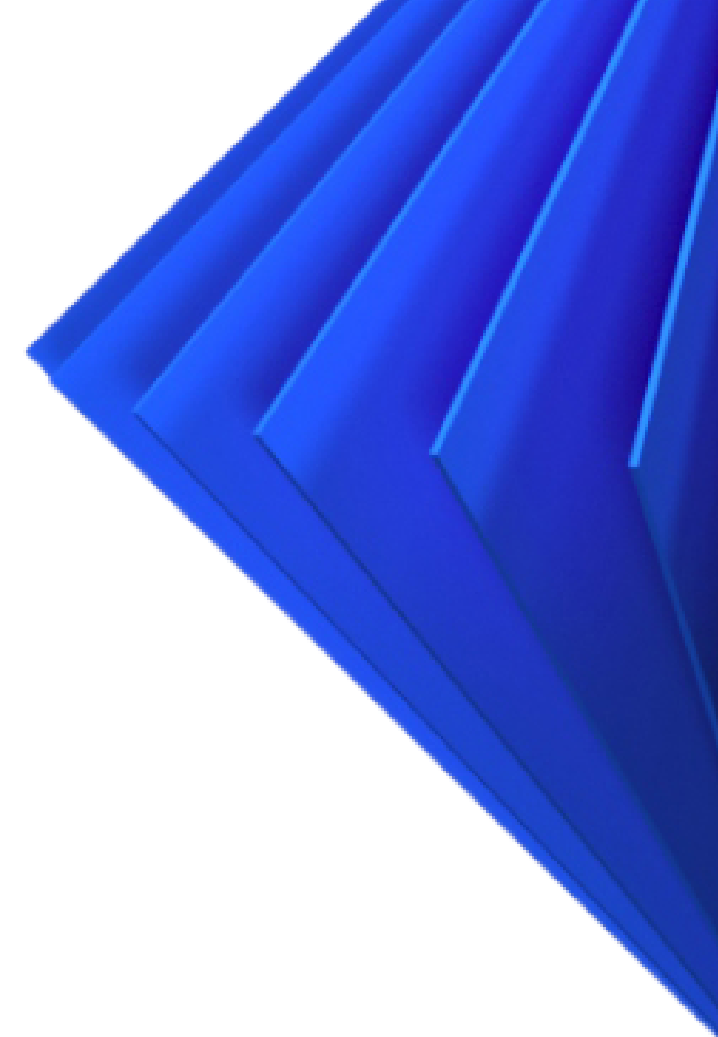
PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 10. Influencer marketing

- Find the right influencers
- Collaborate with them to promote your holiday offers

Step 11. Personalized email and SMS campaigns

- Segment your customers
- Launch a holiday email marketing campaign
- Start a festive SMS campaign



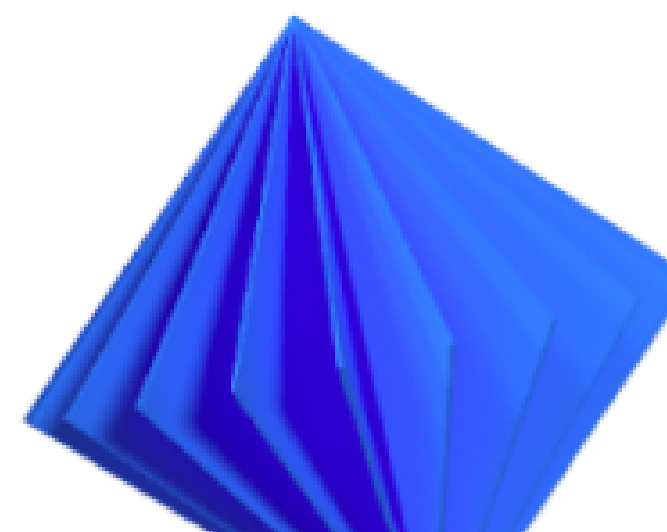
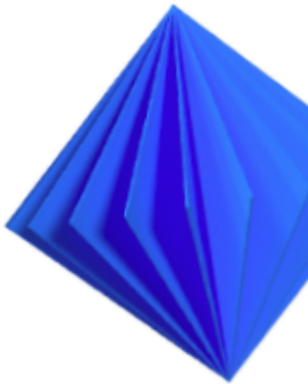
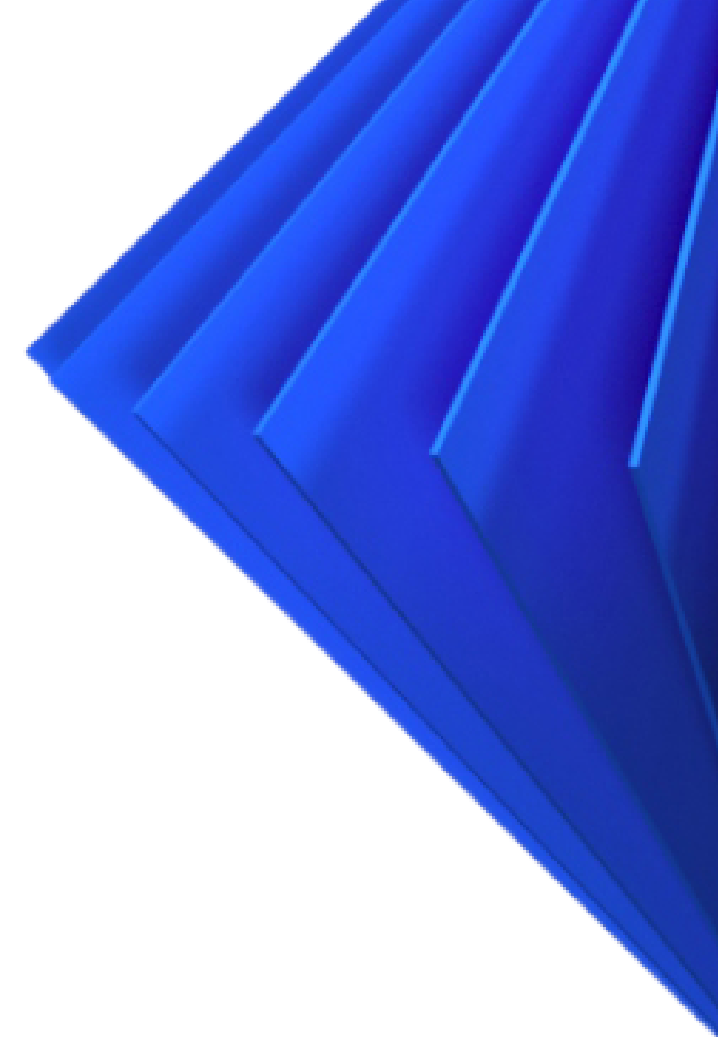
PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 12. Customer support

- Create multiple opportunities to support your customers during the holiday season (24/7 support, chatbots, centralized contact options, or a google form)

Step 13. Post-holiday activities

- Incorporate post-holiday strategies (end-of-season sales, discount offers, or minimal shipping costs)



PLAN YOUR HOLIDAY CAMPAIGN IN ADVANCE

Step 14. Analysis and reporting

- Analyze campaign performance
- Identify the strongest and the weakest strategies
- Note down strategies you want to replicate

Step 15. Checklist and plans for the next year

- Go through this checklist once again and find out what's missing
- Incorporate them into your holiday marketing campaign next year

