



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.

 **Constant Contact**

Sell more this holiday season

Whether you're a seasoned online retailer, or this is your first holiday season selling online, we are here to help you take full advantage of holiday spending.

We're sharing checklists for each of the three phases of a holiday marketing strategy: plan, take action, and post-holiday preparation. Following these checklists will guide you through your most important to-do's so you can be sure this season is your most prosperous yet!



By being aware of the different phases of a holiday marketing strategy, you can stay organized throughout the process and ensure you have a successful season!

Plan for key holiday opportunities

Planning your marketing for the holidays is the foundation of a prosperous season. Use these to-dos to help develop a well-thought-out plan and ensure your marketing efforts are focused and effective.

Create holiday offers

- ☐ Determine your goal
- ☐ Who are you trying to reach?
- ☐ What do your best customers find valuable?
- ☐ Create your offers

Segment your email 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 and 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

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 pickup
- ☐ Connect your existing shopping cart or store to Constant Contact
 - ☐ [Shopify](#)
 - ☐ [WooCommerce](#)
 - ☐ [BigCommerce](#)
 - ☐ [Etsy](#)
 - ☐ [Ebay](#)

Take action on your holiday marketing plan

Now that you have your plan in place, it's time to take action and make it happen! Create a buzz and get people excited about what you have to offer by completing these action items.



Update your website

- ☐ Update your website with holiday hours
- ☐ Highlight holiday offers in your [sign-up form](#) to grow your list

Update listing and review sites

- ☐ Update your information on listing and review sites (holiday hours & your offers)

Create and send your holiday offer via email

- ☐ Schedule emails to promote offers — announce, remind, and give people a last chance to buy

Update and 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

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 sales

Prepare for ongoing success after the holidays

Even though the holiday season is over, your job is not finished! Here are some actions you can take to ensure success throughout the year.

Review and take action

- ☐ Review the results to understand what worked and what didn't
- ☐ Create an after-holiday offer to capitalize on gift cards/ cash people receive
- ☐ Start [planning for consistent marketing](#) in the new year
- ☐ Further segment lists based on purchase behavior