

Marketing & Holiday Promotions Checklist

Here's a comprehensive End-of-Year Marketing Checklist to help you wrap up the year strong and plan your holiday promos strategically.

REVIEW & REFLECT

- Analyze marketing performance — review KPIs, ROI, and campaign results from the year.
- Identify top-performing channels (email, social, paid ads, SEO).
- Note what didn't work — and decide if it's worth tweaking or retiring.
- Check audience insights — demographics, buying behaviors, and engagement trends.

CONTENT & CAMPAIGN CREATION

- Map your content calendar
- Create or update ad creatives
- Write email sequences for holiday launches, reminders, and last-call messages.
- Update website banners & landing pages to reflect your seasonal promos.
- Create engaging social posts
- Plan UGC (user-generated content) or contests to boost engagement.

HOLIDAY CAMPAIGN PLANNING

- Define Your Holiday Goals
- Select Key Promo Dates: i.e.: Black Friday
- Choose Campaign Themes
- Set Budgets
- Decide on Offers

OPTIMIZE THE CUSTOMER EXPERIENCE

- Ensure website is holiday-ready
- Test checkout process for speed and clarity.
- Highlight shipping deadlines to manage expectations.
- Add gift guides or “top picks” collections.
- Automate abandoned cart emails with holiday messaging.
- Ensure customer service channels (chat, email, phone) are ready for increased traffic.

ADVERTISING & VISIBILITY

- Set up retargeting ads for website visitors and abandoned carts.
- Adjust SEO and blog content for seasonal keywords (gift ideas, holiday deals, etc.).
- Plan collaborations (local businesses, influencers, or community events).
- Schedule paid ads early to avoid last-minute price surges.

CLIENT & COMMUNITY APPRECIATION

- Send thank-you or holiday appreciation emails.
- Share year-in-review highlights with your audience.
- Spotlight loyal customers or partners.
- Host a giveaway or virtual holiday event.
- Send holiday cards or small branded gifts (if applicable).



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