

Holiday Campaign Checklist for Retailers

1

Mark your calendars

CA Thanksgiving - October 11, 2021
US Thanksgiving - November 23, 2021
Black Friday - November 26, 2021
Hanukkah begins - November 28, 2021

Cyber Monday - November 29, 2021
Christmas - December 25, 2021
Boxing Day - December 26, 2021
New Year's Eve - December 31, 2021

**2**

Craft your deals & discounts

First...

- Audit your previous holiday campaigns
- Research competitive trends
- Plan your budget
- Create your promotions
- Conduct tests

Then...

- Pick the best items for discount
- Spread out your deals & promos
- Be strategic & diversify messaging
- Make your messaging consistent

**3**

Plan your email campaigns

- Craft strong, catchy subject lines
- Create emails that add value
- Use segmentation & personalization
- Determine how many email you want to send, as well as the cadence

**4**

Optimize your mobile UX

Go beyond compatibility. Your website should be responsive and provide a dynamic serving, so browsing customers get a seamless brand experience as they move from their laptop to their smartphone.

**5**

Test your website

- Optimize for heavy loads & high traffic
- Improve your website's speed (keep it under 3 secs)
- Make sure all promo codes & discounts work

**6**

Don't forget about free shipping

Try free shipping tactics

- Give free shipping on certain products only and offer curbside pickup
- Add a minimum order value threshold to qualify for free shipping
- Increase your AOV with free shipping by having an upsell
- Include free shipping as a perk for members of a loyalty program

Set a shipping cut-off date

- Inform customers about your shipping cut-off dates and times via your website, email & social media.
- Check your shipping provider's website to determine your holiday shipping cut-off dates and times.

**7**

Bolster your customer support

- Know the answer to customers' most common holiday questions
- Provide immediate service
- Be available across all channels
- Prep automated messages for high-volume inquiries via phone, email & social

