

*shopifyplus*

# Holiday ecommerce planning checklist

To help you prepare, we've assembled the following checklists for ...

1. New acquisition
2. Returning customers
3. Holiday offers & discounts
4. Sales channels for online & offline
5. Analytics tools to track and optimize

## What cold-traffic (e.g., new customer) acquisition channels do you plan to use?

- Search paid
- Search organic (SEO)
- Facebook paid
- Facebook organic
- Instagram paid
- Instagram organic
- Pinterest paid
- Pinterest organic
- YouTube paid
- YouTube organic
- Twitter paid
- Twitter organic
- Amazon paid
- Amazon organic
- Offsite display (banner) advertising
- Email placement advertising
- Influencer marketing (paid)
- Micro-influencer or referral marketing
- Content discovery (e.g., Taboola, Outbrain, etc.)
- Podcasts (paid)
- Direct mail
- Print media
- Radio
- Television
- Affiliates

### Notes:

## What existing (return) customer acquisition channels do you plan to use?

- General email offers
- Segmented email offers
- Loyalty or rewards program
- Facebook retargeting for general site visitors
- Facebook retargeting for pages or products
- Instagram retargeting
- Amazon remarketing
- Google Ads remarketing
- Direct mail
- Facebook Messenger
- SMS

**Notes:**

## What holiday offers do you plan to use?

- Site-wide discounts
- Coupon codes
- Specific product discounts
- Holiday collection discounts
- BOGO
- Discount tiers by order value (spend X, save Y)
- Free shipping on all orders
- Free shipping on all orders
- Free shipping by order value
- Expedited shipping or same day
- Gift wrapping
- Product bundles
- Timed flashsales
- New or exclusive product releases
- No discounts

**Notes:**

## What sales channels (i.e., for direct purchases) do you plan to use?

- Ecommerce site
- Multiple ecommerce sites
- Owned retail location
- Pop-up shop or IRL event
- Wholesale (through retailers or distributors)
- Amazon
- Ebay
- Walmart
- Other online markeplaces
- Facebook shop (native)
- Shopping on Instagram (product tagging)
- Buyable Pins
- Telemarketing
- Mobile app

**Notes:**

## What analytics tools do you use to monitor and optimize holiday performance?

- Shopify analytics, reports, and dashboards
- Launchpad live dashboard
- Google Analytics
- Email service provider (ESP)
- Glew.io
- Enterprise resource planning (ERP)
- Optimizely
- Visual Website Optimizer
- Kissmetrics
- Hubspot
- Hotjar
- Crazyegg
- Segment
- MixPanel
- Fullstory

**Notes:**