



Holiday Ready

2018

Ecommerce Checklist

Plot your holiday marketing plan

Pick the holidays that work for your audience and use a promotional calendar to document your plan. Don't skimp on the details; a dynamic marketing plan will you apart from your competitors.

Update your product data and SEO

For maximum exposure potential, your product marketing campaigns need to be updated.

Create/review promotional codes and events

Compile a reference library with all codes and campaign flight dates. Test your promotions and make sure they work as intended.

Engage with your audience

They're looking to hear from you. Share promotional offers with your followers and stay active.

Utilize retargeting

Launch a hefty retargeting campaign on all those customers who have been poking around your site for months.

Know your competitors

What are they offering customers? Proper exposure is important, but promotional offers can set you apart from your competitors.

Work ahead of schedule

Preparing promotional assets ahead of time will insure timely and effective marketing.

Plan your budget

Do you know how much you're willing to spend on your campaigns? Refer to your analytics and plan accordingly.

Prepare your inventory

Review last year's numbers and compare them with this year's trends.

Make sure your store can handle extra strain

Can your order system handle a large influx of orders? Is there anything you can do to boost page loading speed?

Seek reinforcements

Make sure your customer service bases are covered. Make sure the proper checks and balances are in place to make sure your team is notified immediately if something were to go wrong.

Review payment and shipping options

Make sure it's as easy as possible for consumers to pay and receive your goods.

Simplify returns and review your policies

Maybe you need to be more flexible during the holiday season?

NOV	SUN	MON	TUE	WED	THU	FRI	SAT
18	19	20	21	22	23	24	
25	26	27	28	29	30		
	Cyber Monday						

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DEC	2	3	4	5	6	7	8
		Hanukkah Begins					
9	10	11	12	13	14	15	
	Green Monday				Free Shipping Day		
16	17	18	19	20	21	22	
						Super Saturday	
23	24	25	26	27	28	29	
	Christmas Eve	Christmas Day					
30	31						
	New Year's Eve						

JAN	1	2	3	4	5
	New Year's Day				