

thecreativeclique

———— **Holiday
Marketing
Workbook**

THECREATIVECLIQUE.COM

**Every year, and seemingly without warning,
the holiday marketing campaign floodgates open!
While it might seem like they start earlier and earlier each
year, some brands are able to actually delight customers
instead of just adding to the holiday “noise.”**

————— The holiday shopping season is the ultimate jackpot for any businesses. You can market your products or solutions in so many different ways, and there is no need for you to dedicate a fancy budget for it. You can execute your marketing campaigns without going broke.

It doesn't matter whether you own an online business, a local retail store, or even a B2B company. The following holiday marketing checklist can help you prepare to increase your profits with ease.

Let's get started!

This workbook will list out all of the steps to creating a comprehensive holiday marketing campaign, making sure you have everything you need to succeed!

01.

CREATIVE CONCEPT

Take the time to conceptualize a cohesive concept for the entire holiday campaign that stands out from the crowd.

02.

CREATE ASSETS

Devise a plan to create the visuals needed to execute exactly what you are trying to use to connect with your holiday shoppers!

03.

CALENDAR YOUR CONTENT

Setting definitive dates for the entire campaign helps keep everyone on task and makes sure the execution of the marketing will lead to your success.

04.

GIVE YOUR CAMPAIGN WINGS

Once you have everything in place, let's make sure visually, verbally, and strategically you're campaign soars to new heights!

05.

TRACK YOUR SUCCESS

Measure your results so you can continue to build on this campaign's wins while pivoting from the things that didn't work as well.

01.

WHY IS THE CONCEPT OR IDEA BEHIND YOUR HOLIDAY CAMPAIGN THIS YEAR?

WHAT IS THE FOCUS OF YOUR MARKETING EFFORTS?

WHICH PRODUCTS/SERVICES WILL YOU BE FOCUSED ON MARKETING?

WHAT HAVE YOU RECEIVED THE MOST INTERACTION/POSITIVE FEEDBACK/CLIENT LOVE FROM?

IS THERE ANYTHING IN YOUR CURRENT MARKETING YOU WOULD LOVE TO NEVER SEE AGAIN?

02.

CREATE ALL OF THE PHOTO AND VIDEO ASSETS YOU'LL NEED:

- Create a Pinterest board that represents the aesthetic of your holiday marketing campaign
- Create a shot list and story board for the entire holiday season
- Hire a photographer and/or videographer and art director to assist with the content creation
- Decide on a venue for your shoot
- Gather additional props
- Hire models, hair/make up, and assistants
- Create a timeline for the photoshoot

ONCE YOU RECEIVE YOUR PHOTOS/
VIDEOS, ORGANIZE YOUR FILES:

- Rename your photos with your company's name
- Create a folder/naming system so you can confidently share files/folders with the people who need it

REACH OUT TO INFLUENCERS:

- Create a shortlist of influencers you'd like to work with on your holiday marketing campaign
- Create an influencer brief using your brand guidelines and holiday campaign Pinterest board
- Reach out to the influencers on your shortlist

03.

WHAT SOCIAL PLATFORMS WILL YOU BE SHARING YOUR CAMPAIGN ON?

SCHEDULE YOUR SOCIAL CONTENT FOR EACH PLATFORM (either on Later or on your own)

PLAN THE LOOK OF YOUR INSTAGRAM FEED
being mindful of how each piece will fit into the entire look

SHARE YOUR SOCIAL CALENDAR WITH YOUR COLLEAGUES AND INFLUENCERS
so everyone is on the same page

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

04.

WHAT SOCIAL MEDIA PLATFORMS WILL YOU BE RUNNING ADS ON?

WHAT IS YOUR BUDGET FOR EACH?

WHAT IS YOUR PAID CAMPAIGN OBJECTIVE AND WHAT IS YOUR TARGET AUDIENCE?

HOW WILL YOU DRIVE ENGAGEMENT AND SALES ON INSTAGRAM?

- Create a branded hashtag for your holiday campaign
- Run a user-generated content campaign around your branded hashtag
- Build a shoppable Instagram feed or landing page for your campaign
- Run a holiday-inspired Instagram giveaway
- Contact everyone that did not win with a coupon code to still get the item they were hoping to win
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05.

- USE GOOGLE UTM PARAMETERS TO TRACK YOUR SUCCESS ON SOCIAL
- SAVE YOUR FACEBOOK AND INSTAGRAM ANALYTICS
- CREATE A REPORT ON THE OVERALL SUCCESS OF YOUR HOLIDAY CAMPAIGN STRATEGY AND EXECUTION

WHAT WERE THE HIGHEST PERFORMING POSTS?

WHERE DID YOU NOTICE EXECUTION FLAWS OR MISTAKES?

WHAT CAUSED HEADACHES OR CONSUMER CONFUSION?

WHAT WAS SOMETHING YOU SAW ANOTHER BRAND DO THAT YOU WOULD LIKE TO ADD TO YOUR HOLIDAY CAMPAIGN FOR NEXT YEAR?

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—— **Design Agency
for Brands + Events**

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