

Start of the Season Marketer Checklist

First things first: Breathe. Yeah, we get it — the holiday shopping season is like the Olympics for marketers. It's frenzied, fast-paced, and oozing with opportunities (and challenges). But you know what? This is your year. The year you rise above the chaos, conquer the competition, and absolutely crush those KPIs!

So, before you fully jump into the holiday season, here's a final checklist to ensure you're surviving and thriving this festive season. Let's unwrap this!

✔ **WORK SCHEDULE:** Ensure everyone is on the same page regarding time off, weekends, and holiday shifts.

Holiday Pro Tip: Use shared calendars or scheduling tools. Designate specific people to monitor campaigns during weekends and holidays to ensure continuous oversight.

✔ **AUDIT YOUR BUDGET:** Ensure your advertising budget aligns with holiday projections and competitive benchmarks.

Holiday Pro Tip: Schedule a mid-season review to reallocate resources based on performance and changing trends.

✔ **OPTIMIZATION CALENDAR:** Set a formal plan indicating how frequently you will optimize and what will be analyzed daily, weekly, monthly, etc.

Holiday Pro Tip: Set aside specific times for deep-dive analysis, ensuring consistent improvements and avoiding last-minute scrambles.

✔ **CROSS-CHANNEL CONSISTENCY:** Be an omnichannel marketer to align to the omnichannel shopper. Ensure your messaging is harmonious across all platforms.

Holiday Pro Tip: Regularly review messaging across all channels. Shoppers see your brand in various spaces; offer them a cohesive experience.

✔ **CAMPAIGN READINESS:** Ensure all promotional campaigns are set up, scheduled, and tested.

Holiday Pro Tip: Triple-check everything, from ad approvals to tracking codes and landing page accuracy.

✔ **DAILY MEETING:** Have a daily stand-up with everyone on the team to check-in.

Holiday Pro Tip: Get an automated report ready each morning to review so you're always informed and can make data-driven decisions.

✔ **INTRADAY CHECKING:** Every day of Q4 counts. It's crucial to check your campaigns multiple times a day.

Holiday Pro Tip: Stay on top of budgets and be vigilant for performance anomalies. Address issues promptly.

✔ **THE CYBER 5 FOCUS:** Recognize the significance of these peak shopping days and prepare accordingly.

Holiday Pro Tip: Allocate additional budget and resources for these crucial days. Run special promotions and ensure maximum visibility.

✔ **FEEDBACK LOOP:** Keep a close eye on campaign results and adjust based on performance.

Holiday Pro Tip: Use real-time analytics to tweak underperforming campaigns, ensuring optimal ROI.

✔ **REMARKETING STRATEGIES:** Craft plans to re-engage visitors who didn't convert initially.

Holiday Pro Tip: Segment remarketing lists based on user behavior for more personalized ad experiences.

✔ **BACKUP PLANS:** Always be prepared for unexpected challenges.

Holiday Pro Tip: Keep alternative creatives or strategies on standby. Flexibility can be a campaign saver.

✔ **POST-HOLIDAY STRATEGY:** Ponder beyond December. How will you retain and engage your Q4 audience in Q1?

Holiday Pro Tip: Segment your holiday shoppers and nurture them with tailored content and offers as the new year unfolds.