

Tips & Tricks for 2020 Holiday Planning



Holiday Growth Strategy Recommendations

September 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Get organized

Set yourself up for success by putting in place campaigns, processes and strategies to manage the holiday season.

October 2020						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Engage with early Holiday shoppers

Double down on brand awareness while ramping up your retargeting strategy to stand out from the holiday noise. Prepare for Amazon Prime Day.

November 2020						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Make the most of key Holiday shopping dates

Set up a promotional strategy for Black Friday and Cyber Monday. Consider offering quicker shipping and order fulfillment and communicating with customers about stock and arrival times.

December 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	7	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Target last minute Holiday shoppers

Gift cards, free 2-day shipping, and last minute gift ideas will help entice shoppers. Ensure that communication is clear about shipping deadlines, available stock and more.

Monthly Action Items

September 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

- Establish **shipping deadlines**
- Begin a **brand awareness campaign** to build your retargeting and email pools for later
- Plan your **promotional, creative and budget allocation** strategy
- Put in place a **cart abandonment strategy** that includes a personalized email and retargeting approach
- Implement **analysis and tracking** solutions to enable you to optimize

October 2020						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Start holiday **promotions and discounts early** to account for Amazon Prime Day
- Consider using **video advertising** to stand out above the holiday season noise
- Begin **CRM retargeting** to target loyal customers with holiday promotions
- Establish a **cart abandonment campaign** to bring back busy holiday shoppers

Monthly Action Items

November 2020						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- ❑ Holiday shopping is in full swing – plan to **increase spend to stay competitive**. Our data suggests that CPMs rise almost 3x in the last quarter of the year.
- ❑ Continue **browse & cart abandonment campaigns** to stay close to engaged shoppers
- ❑ Segment a CRM lists of past holiday purchasers to create **personalized campaigns using email and retargeting** that bring customers back just in time for the holidays
- ❑ **Analyze your campaigns** frequently and optimize as needed

December 2020						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	7	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- ❑ Continue cart abandonment campaigns
- ❑ Ensure a **cohesive, personalized experience** across ads, email and your website
- ❑ Communicate with your customers about **holiday shipping deadlines**
- ❑ **Analyze and optimize your campaigns** for continued success
- ❑ Begin preparing your **“New Years” campaigns** to launch on December 26th when CPMs start dropping

Happy Holidays!
