

Design Yourself a Merry Little

Holiday Marketing Campaign:

A 15-Point Q&A

1. What is the overall goal of your holiday campaign? (It doesn't have to be selling!)

2. What is your budget for your holiday-specific campaign?

3. Who is your target audience? New or existing customers, or both?

4. Are there particular products you want to focus on?

5. Do you have a holiday-specific offer?

6. Which marketing channels would help you reach your target audience?

If you're planning on launching ads, be specific about the different types.

7. How long will your campaign last?

8. Is there a social cause your brand is supporting?

Are you giving back to the community in any way?

9. What tone or feeling would be most appropriate for your campaign?

10. What are a few holiday-specific creative ideas that would be relevant to this campaign?

11. What are all of the assets you need to create?

12. Are there any apps you'll need to add to your ecommerce store to support this campaign?

13. Are there any partners, influencers, or vendors you'll want to connect with for this campaign?

14. What are some ways to generate anticipation and excitement for this campaign?

15. How are you going to measure the campaign's success?