



**LAST MINUTE  
HOLIDAY  
CAMPAIGN**

**PLANNING  
Checklist**

# STEP 1: PLAN YOUR OFFER

## DETERMINE YOUR DEAL

- Discount - % or \$
  - BOGO
  - Bundled products/services
  - Free gift/bonus with purchase
    - Course
    - Ticket
    - Phone call
    - Product
    - Training
    - Other \_\_\_\_\_
  - Special drawing
  - Mystery offer
  - Everything on sale
    - % off
    - Fixed price discount
  - Limited quantity
  - Free shipping
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## IDENTIFY THE TIME FRAME

- Beginning Date \_\_\_\_\_ End Date \_\_\_\_\_
- Specific number of hours \_\_\_\_\_
- Specific number of days \_\_\_\_\_
- Different deal each day \_\_\_\_\_
- Different deal every hour \_\_\_\_\_
- Holiday month or week \_\_\_\_\_

## CHOOSE YOUR ELEMENTS

- Email
- Website banner
- Blog post
- Paid ads
- Landing page
- Social media profile covers
- Social media platforms
  - Facebook
  - Instagram
  - Twitter
  - Pinterest



# STEP 2: CREATE YOUR GRAPHICS

## Plan the Graphics You Want to Create

### WEBSITE IMAGES

**Banner Ad #1**

Notes

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**Banner Ad #2**

Notes

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**Blog Graphic #1**

Notes

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**Blog Graphic #2**

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**Landing Page Graphic #1**

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**Landing Page Graphic #2**

Notes

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### NOTES

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## WEBSITE IMAGES

**Pre-launch Email Image**

Notes

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**Sale Announcement Email Image**

Notes

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**Last Call Email Image**

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**Other Email Image**

Notes

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**Other Email Image**

Notes

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**Other Email Image**

Notes

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## SOCIAL MEDIA IMAGES

**Post Image #1**

- Facebook
- Instagram
- Twitter
- Pinterest

**Post Image #2**

- Facebook
- Instagram
- Twitter
- Pinterest

**Post Image #3**

- Facebook
- Instagram
- Twitter
- Pinterest

**Ad Image #1**

- Facebook
- Instagram
- Twitter
- Pinterest

**Ad Image #2**

- Facebook
- Instagram
- Twitter
- Pinterest

**Ad Image #3**

- Facebook
- Instagram
- Twitter
- Pinterest

**Cover Image**

- Facebook
- Instagram
- Twitter
- Pinterest

**Profile Pic Image**

- Facebook
- Instagram
- Twitter
- Pinterest

# STEP 3: PREPARE YOUR SITE & TECH

## Get your website and tech ready to support your campaign:

- Write and format your campaign-related blog post
- Create campaign-specific landing page (sales copy, images, links)
- Setup coupon codes/discounts
- Setup free shipping (if applicable)
- Prepare countdown timer (optional)
- Test with a trial run to confirm if purchasing and links work

## NOTES

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# STEP 4: PLAN, WRITE, & SCHEDULE YOUR EMAILS

## What emails will you send and when?

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Note: Confirm that you have transactional emails set up too, not just promotional emails.

### Email #1

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule

### Email #2

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule

### Email #3

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule

### Email #4

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule

## Email #5

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule

## Email #6

- Write
- Create a catchy subject line
- Choose a template (optional)
- Setup in email app
- Schedule





# STEP 5: PREP YOUR SOCIAL MEDIA CONTENT & PLATFORMS

## What hashtags will you use?

Examples: #BlackFriday #BlackFriday2019 #CyberMonday #BlackFridaySale  
#Christmas #ChristmasSale #Xmas #thanksgiving #blackfridaydeals  
#blackfridayshopping #Hanukkah #Kwanzaa #NewYears#HolidayDeals  
#SuperSaturday

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## Write Text for Social Media Images and Schedule Posts

### Post Image #1

- Write text
- Include hashtag
- Schedule

### Post Image #2

- Write text
- Include hashtag
- Schedule

### Post Image #3

- Write text
- Include hashtag
- Schedule

### Ad Image #1

- Write text
- Schedule

### Ad Image #2

- Write text
- Schedule

### Ad Image #3

- Write text
- Schedule

## Replace Profile with Holiday-Themed Campaign Graphics (Optional)

### Cover Image

- Facebook
- Twitter

### Profile Pic Image

- Facebook
- Instagram
- Twitter

## Update Your Social Media Profiles with Campaign Links/Details

### Bio/About

- Facebook
- Instagram
- Twitter
- Pinterest

### Pinned Areas

- Facebook - Pinned post
- Twitter - Pinned tweet



# STEP 6: REVIEW, TEST, & LAUNCH

## REVIEW

Check your list to confirm if you've completed the necessary steps

- Step 1 - Plan offer
- Step 2 - Create graphics
- Step 3 - Prep your site & tech
- Step 4 - Write & schedule emails
- Step 5 - Prep social media content

## TEST

Try out everything you've setup to see if it works and how it works. It's better to find anything broken/missing BEFORE your campaign!

- Opt-ins
- Links  
(emails, social media, website)
- Email sequences
- Purchasing/sales process
- Discount pricing

## LAUNCH

It's go time!

- Open cart
- Publish landing page (if applicable)
- Activate website banners
- Start ads (if applicable)

# RESOURCES

## Graphics

- ❖ Canva
- ❖ Adobe Spark
- ❖ Promo
- ❖ Crello
- ❖ Digital River
- ❖ Creative Market

## Social Media Scheduling

- ❖ AgoraPulse
- ❖ Buffer Publish

## Countdown Timers - Pages

- ❖ Deadline Funnel
- ❖ Thrive Ultimatum

## Countdown Timers - Email

- ❖ Sendtric
- ❖ Motion Mail
- ❖ Countdown Mail

## Email Providers

- ❖ Aweber
- ❖ GetResponse
- ❖ ActiveCampaign
- ❖ ConvertKit

## Landing Page Tools

- ❖ ClickFunnels
- ❖ Lead Pages
- ❖ InstaPages

## Payment Processing

- ❖ ThriveCart
- ❖ Shopify

## Digital Product Delivery

- ❖ SendOwl
- ❖ Gumroad
- ❖ Digital Downloads
- ❖ FetchApp