

**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

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

Banner Ad #2

Notes

Blog Graphic #1

Notes

Blog Graphic #2

Notes

Landing Page Graphic #1

Notes

Landing Page Graphic #2

Notes

NOTES

WEBSITE IMAGES

Pre-launch Email Image

Notes

Sale Announcement Email Image

Notes

Last Call Email Image

Notes

Other Email Image

Notes

Other Email Image

Notes

Other Email Image

Notes

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

STEP 4:

PLAN, WRITE, & SCHEDULE YOUR EMAILS

What emails will you send and when?

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*

Write Text for Social Media Images and Schedule Posts

- | | | |
|---|---|---|
| <input type="checkbox"/> Post Image #1 | <input type="checkbox"/> Post Image #2 | <input type="checkbox"/> Post Image #3 |
| <input type="checkbox"/> Write text | <input type="checkbox"/> Write text | <input type="checkbox"/> Write text |
| <input type="checkbox"/> Include hashtag | <input type="checkbox"/> Include hashtag | <input type="checkbox"/> Include hashtag |
| <input type="checkbox"/> Schedule | <input type="checkbox"/> Schedule | <input type="checkbox"/> Schedule |
|
 | | |
| <input type="checkbox"/> Ad Image #1 | <input type="checkbox"/> Ad Image #2 | <input type="checkbox"/> Ad Image #3 |
| <input type="checkbox"/> Write text | <input type="checkbox"/> Write text | <input type="checkbox"/> Write text |
| <input type="checkbox"/> Schedule | <input type="checkbox"/> Schedule | <input type="checkbox"/> 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 set up 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