

OCTOBER	Determine your goals for the 2017 holiday season.
	Review your results from last year to determine which campaigns performed best and worst.
	Take the winning campaigns from last year and brainstorm improvements for this year.
	Plan a win-back campaign for past customers. There is low-hanging fruit to get a healthy boost by re-engaging during the holidays.
	Pick at least 1 new tactic/campaign to try out this season.
	Review email newsletters and social media performance. If needed, re-focus energy on these 2 main channels to warm your audience now.
	Encourage early shopping. Consider creating an exclusive promo for pre-Thanksgiving shoppers.
	Make sure you have your site setup to capture leads with retargeting pixels (Facebook, etc.).
NOVEMBER	Study and segment your users. Customized messaging will increase sales (ads for related products, etc.)
	Launch your first holiday campaign. You'll fall behind the ball if you haven't started in October.
	Create a special promotion or discount. Consumers are deal-hungry and delivering a "can't miss" offer can seal the deal.
DECEMBER	Tweak your branding to lean into the holiday spirit. Quick changes to your social media profile images, logo, etc. draw attention.
	Raise your bids on advertisements. You'll need to bid up to compete, but it should also pay off b/c holiday CTRs & conversion %'s are higher.
	Make sure to retarget those that abandon your site as they start researching ideas (Custom audiences on Facebook)
	Make a push for last-minute shoppers. With Amazon popularizing 2-day shipping, last minute shopping behavior is surging.
DECEMBER	Watch for any products or offers that are performing well. Double down on those.
	Lean heavier into the holiday spirit in your messaging. "Giving" can be a powerful emotion to leverage.
	Towards the end of the month, think about transitioning into campaigns of the new year.

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Top 3 Must-do Tips:

1. **Get started early.** It's only going to get busier as the season starts.
2. **Focus on your strengths.** If email is your bread-and-butter, it probably will be during the holidays too.
3. **Try something new.** With the importance of the season, it's a great time to give a new idea a high chance of success.