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YOUR 2018 HOLIDAY PLANNING CHECKLIST

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HOLIDAY PLANNING CHECKLIST

PRE-HOLIDAY PLANNING

☐ **Learn what you can from last year's data.**

Preparation is key to a successful holiday season. Use this time before the holiday rush to go through last year's online sales. What were your top selling products? Which marketing channels helped you win over the most customers and drive more sales? Do you have the right eCommerce sales tax tool in place to help organize your sales data and financial reporting? Taking a look at last year's data will help you know what areas you should focus on the most and where you have room for improvement.

☐ **Make sure your site is mobile friendly.**

Lessons from 2017: Mobile shopping and personalized product recommendations continue to grow, according to Salesforce Commerce Cloud. Another reason to keep an eye on your mobile site's responsiveness? Fifty percent of orders placed on Dec. 25 alone were done on phones. This is ten percent higher than 2016, so the trend will most likely be on the rise again this year.

Take some time to go through each page on your site — check your landing pages to make sure they are mobile responsive. Last year, nearly 30 percent of eCommerce sales came from mobile devices between Thanksgiving and Cyber Monday.

☐ **Prepare your site for holiday traffic.**

There's nothing more traumatizing than a site crash during the peak of holiday shopping season. Test your online transactions to make sure your site can handle these spikes in traffic. You can also update your site's plugins and cache your content to make sure things run smoothly for your holiday visitors. Ready to get started? Here are five quick ways to prepare your site for the holiday rush.

PRO TIP:

Google will actually penalize site rankings for not being mobile friendly, so it's best to steer clear of their naughty list!

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☐ Gear up your social campaigns.

Shoppable Social: Have you ever considered how Instagram and its 1 billion users can help you grow your business during the holiday season? With shoppable posts, customers can conveniently see the relevant information they are looking for, like product information and pricing, without leaving the app. When a shopper clicks on the link in your photo, they are automatically directed to the corresponding product page on your website, so they can easily add an item to their cart or continue browse through your online catalog.

Influencer Marketing: If you've ever considered trying out an influencer campaign on social media, the holidays are the perfect time to start! Social media users follow influencers for trusted product reviews and suggestions, so teaming up with an influencer, who is specific to your industry, will help you get the word out about your brand and also help you gain followers. According to AdRoll, for every dollar brands spend on influencer marketing, they can see $6.50 in return!

☐ Build a solid holiday email strategy.

If there's one thing no one can resist, it's a really great deal on that special gift they've been scouring the web for. The holidays are the perfect time to re-engage subscribers and customers that haven't finalized a purchase. Update your win-back triggered emails with a warm holiday message and a special "just for you" promotion. Displaying personalized ad to online shoppers will help your brand stay top-of-mind. You can customize your Facebook and Instagram ads to feature products that are highly relevant to your visitors.

☐ Grow your database.

The time to start growing your email list is now! Don't wait until the holiday season is in full-swing. Instead, start growing your lists now, so when your holiday email campaigns go out, you are reaching more of your customers when it counts the most. Springbot can help you begin expanding your contact database today with Audience Expander, one of the features of Springbot Exchange.

FUN FACT:

Sixty percent of users find new products while browsing Instagram.[1]

1. https://business.instagram.com/getting-started/

PRO TIP:

Conversions rates are one of the more important metrics you can track. If your conversion rates are low, you may have an issue in your checkout process.

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SURVIVING THE HOLIDAY RUSH

☐ **Execute your holiday marketing plan early.**

It's game time! Thanks to early planning, your holiday marketing plan is poised to rake in the holiday sales. September tends to fly by very quickly for online retailers. October marks the final stretch before Thanksgiving, Black Friday, and Cyber Monday. Not waiting until the last minute to launch your online holiday campaigns will give you plenty of time to adjust retargeting budgets based on the volume of site visitors.

☐ **Track campaign performance.**

You spent all that time and effort creating the perfect holiday marketing strategy. Wouldn't you like to know exactly how your plan is playing out? Measuring your site traffic is an important tool for gauging the effectiveness of your holiday marketing campaigns. Metrics like click-through rates (CTRs), cost per clicks (CPCs) and conversion rates are good indicators of campaign effectiveness.

☐ **Spread your holiday cheer.**

The more people trust your brand, the more likely they are to choose your store as the place to shop this holiday season. Make it a point to share a few pictures of your employees getting into the holiday spirit. Use Instagram Stories to take your audience behind the scenes of your festive office party or have them vote on who had the best ugly Christmas sweater on Facebook.

☐ **Give your holiday shoppers a gift.**

Tis' the season of giving and competition is tough for online marketers during the holiday season. The key to a successful holiday season is putting your customer first. You can start by offering free shipping to draw them into your online store. Remind your customers of past purchases and offer promotions on complementary items to encourage further conversions.
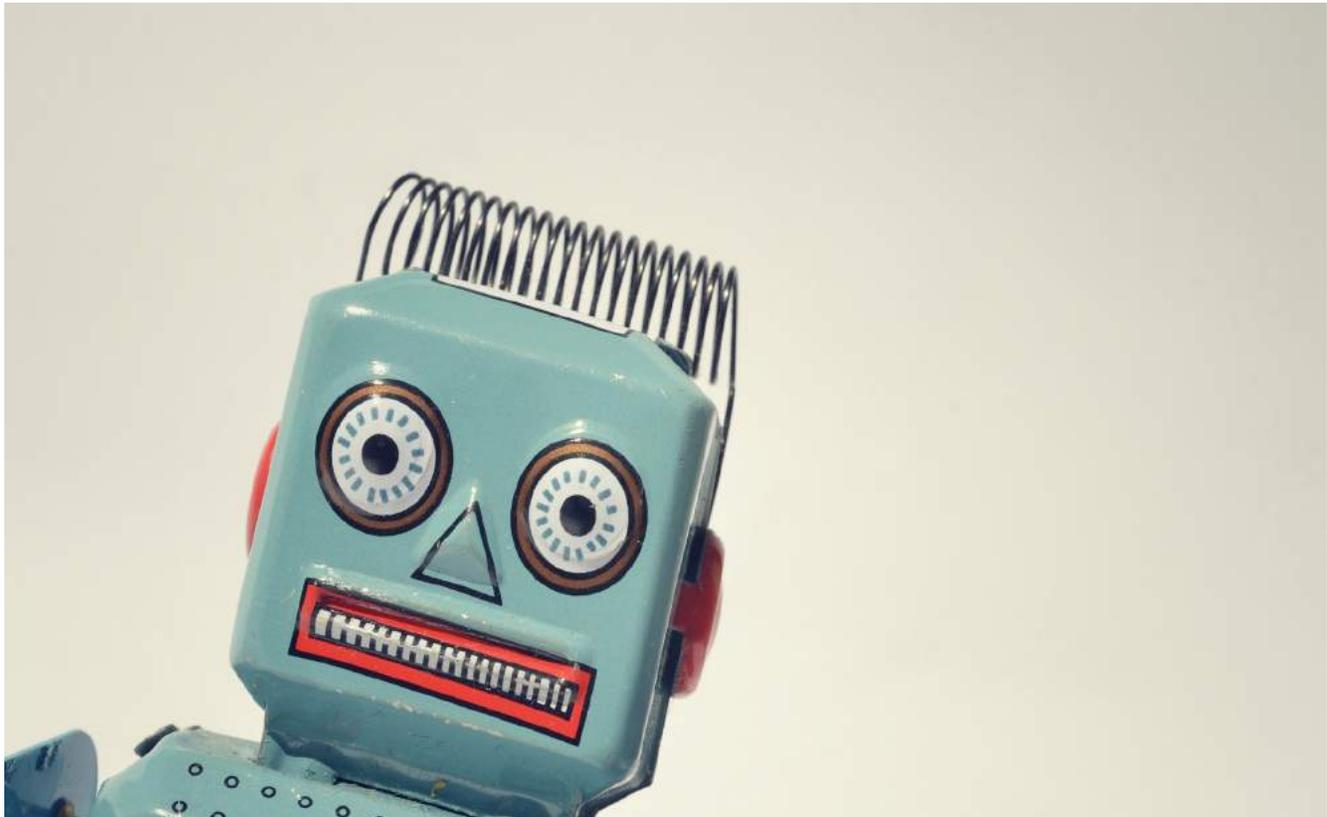
DATA-DRIVEN eCOMMERCE MARKETING SIMPLIFIED.

As a leading provider of eCommerce marketing technology for SMBs, Springbot gives its customers the confidence that their marketing dollars are driving store growth. It replaces one-off marketing tools with one dynamic platform, making the overwhelming task of running and tracking marketing campaigns ridiculously simple.

Need some marketing guidance as you head into the holiday season? Springbot can help you get the most out of your holiday marketing strategy, making sure your store is well-poised for success.

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