

How To Win Holiday 2021



Checklist

PROMOTIONAL STRATEGY

- Create strong, appealing promotions
- Plan for sale extensions
- Be sure there is plenty of stock for products you're promoting
- Limit out of stock items from showing

FUFILLMENT STRATEGY

- Test website bandwidth for an increase in traffic
- Create a shipping strategy + schedule
- Communicate shipping schedule to your team and consumers
- Streamline fulfillment process

EMAIL STRATEGY

- Gather first-party data through a website pop up
- Timely email and SMS flows
- Have a promotional campaign send plan

PAID MARKETING STRATEGY

- Be present on all relevant channels
- Use strongest tested creatives
- Ensure campaigns are not being limited by budget
- Be sure campaigns are scaling spend
- Monitor brand terms

SEARCH DEMAND STRATEGY

- Look into projections in search demand for applicable product categories
- Identify leniency in ROAS and adjust goals
- Monitor performance closely and frequently
- Streamline fulfillment process
- Have fluidity in promo offering/schedule to pivot as needed
- Audit remarketing initiatives to identify new seasonal opportunities