

2022 Holiday Marketing Plan

CHECKLIST

To Do in October

- Check your NAP is consistent everywhere it exists online.
- Perform a website audit and make any amendments.
- Start paid ad campaigns.
- Claim and optimise your Google Business Profile.
- Create and/or build your email database.
- Start publishing holiday-related blogs relevant to your industry.

To Do in November

- Create and schedule in bulk emails to your subscribers.
- Get a head start on your holiday-period content creation.
- Request people who engage with your organic social media posts to follow your page, if they don't do so already.
- Start posting teasers for any upcoming holiday sales, offers, etc.
- Explore other online presence options, like Localsearch.com.au.
- Get more reviews on Google and Localsearch.com.au.

To Do in December

- Respond to any reviews you have received.
- Launch your lead generation paid ad campaigns.
- Update and published your holiday trading hours (or if you'll be open).
- Schedule in content for the holiday period.
- Launch any holiday giveaways.
- Post tips for last-minute gifts, recipes, things to do, etc.