



Marketing

Your Christmas Checklist

CHRISTMAS THEMING

- Reskin website and social pages with a touch of Christmas theming
- Develop Christmas-themed content in blogs, social media, online copy, advertising

SOCIAL MEDIA

- Schedule pre-Christmas and post-Christmas social media
- Post any event photos in real time as they happen
- Utilise trending hash tags and keywords

PPC and SEM

- Review PPC and SEM schedule to ensure your business is advertising at the right times
- Pause PPC campaigns when not required over the holidays period

CAMPAIGN INCENTIVES

- Develop promotions to drive sales, bookings, database numbers
- Optimise campaigns for future re-targeting

CUSTOMER COMMS

- Inform customers of open/close times
- Set up auto-response emails and voicemails during close times
- Send happy holidays cards/emails to customers and clients

2017 MARKETING PLAN

- Start the new year off on the right foot - have your marketing plan ready to implement from 1 January 2017!