

# MARKETING CHECKLIST

## IT'S TIME TO GEAR UP FOR THE HOLIDAY

A solid marketing plan will keep you on track to reach your goals.

Define your marketing budget for the holiday.

Identify the audience you want to reach and the outlets best suited to reach them.

Review last year's promotion and determine any recurring or new special offers for this holiday.

Create a social media calendar and update your accounts with holiday offers and current seasonal content.

Update the banners on your website with seasonal promotions, sales, and other offers.

Update your business information and hours of operation in Google My Business to reflect any seasonal changes.

Decide if you would like to leverage paid marketing campaigns and let a team of experts do the work for you.



## MARKETING CONCIERGE PROGRAM

We're here to help you drive quality traffic to your website. Here's what we're doing to help drive success through the holiday:

- Adding holiday-specific ad groups and keywords to enhance marketing campaigns.
- Reviewing marketing spend and suggesting any holiday budget increases during peak season to help you remain competitive.

## INTERESTED IN THE PROGRAM?

Reach out to your Field Account Manager for more information.

