

BOZBOZ'S FESTIVE CHECKLIST

The festive season is a time for building excitement and telling stories - in other words, a perfect time to let your brand shine and boost sales.

Using advice from our Christmas Marketing Advent Calendar blog, we've put together a quick checklist to ensure you're on top of your Christmas campaigns.

GET READY

- Ensure your website is ready to handle the seasonal traffic. Check all the links work and Christmas assets are uploaded and ready.
- Create a separate content calendar for your festive campaign.
- Got data from last Christmas? Analyse it closely to target your messaging to the right audience.

GET FESTIVE

- Create content with appropriate hashtags and festive graphics that reflect your brand.
- Create a competition across email, social channels and your website to draw engagement and drive traffic.
- Mix up your social media content to increase engagement. Consider an advent calendar or a festive giveaway.
- Schedule social media posts in advance to ensure your team don't have to work over Christmas.

WRAP UP

- Schedule a blog to welcome the new year, featuring user generated content that celebrates the year gone by.
- Analyse data from your Christmas campaigns to help target visitors who didn't purchase.
- Send January sales messages with exclusive offers for email subscribers.

