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.

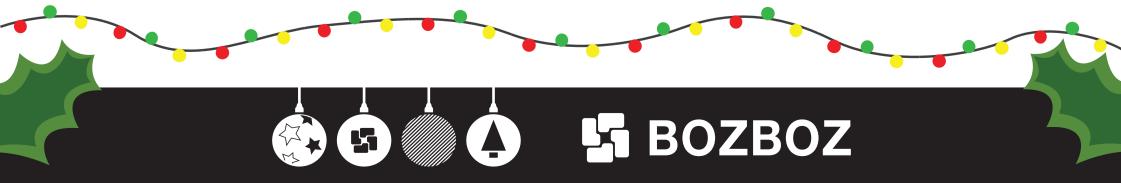
Schedule a blog to welcome the new year, featuring user generated content that celebrates the year

WRAP UP

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.



www.bozboz.co.uk