

# Christmas Marketing Checklist



## Branded staff or customer gifts

If ordering branded promotional gifts for Christmas, check delivery/turnaround times to ensure early arrival for you to post or hand deliver.

- ▶ Decipher a budget
- ▶ Choose your gift
- ▶ Create a list of recipients
- ▶ Brand your gift



## Christmas Cards

Why not accompany your gift with a personalised holiday card?

- ▶ Combine your database
- ▶ Choose a design
- ▶ Add your logo



## Christmas and New Year sales or promotions

Get ready for any sales or promotions with Point of Sale (POS), social media posts, signage or delivery box inserts.

- ▶ Decide on your sale or promotion
- ▶ Get a quote from Worldwide for printing
- ▶ Ask Worldwide to design



## Inform your customers

Plan email correspondence to advise your customers of your opening hours in early December.

- ▶ Create a database
- ▶ Use an Email Service Provider (ESP) or contact Worldwide
- ▶ Design your EDM as per your ESP specifications



## Additional mediums

Ask us about designing online collateral.

- ▶ Email Banners
- ▶ Social Media / Facebook Covers
- ▶ Website Banners



## Stocktake

Complete a stocktake and order any stationery or marketing material so it's ready in January.

- ▶ Business Cards
- ▶ Presentation Folders
- ▶ Letterheads



## Final Preparations

Update your trading hours online.

- ▶ Website
- ▶ Google My Business