

Holiday eCommerce Marketing Checklist

MARKETING & PROMOTION

- ☐ Create holiday sales offers
- ☐ Offer free and easy returns
- ☐ Create PPC & Social Ads
- ☐ Schedule social media calendar
- ☐ Create gift guides

WEBSITE

- ☐ Test your website speed
- ☐ Make sure your website is mobile-friendly
- ☐ Compress images that might weigh down your page
- ☐ Simplify forms and checkout process
- ☐ Create and implement promo codes
- ☐ Update homepage with banners and hero images to promote sales
- ☐ Set up live chat
- ☐ Make sure all new products are added

EMAIL

- ☐ Promote sales via email ahead of time
- ☐ Create an abandoned cart email journey
- ☐ Set up a welcome email set up for new subscribers



66% of online shoppers will look at your return policy before purchasing



use tools like Pingdom (website speed) and compressor.io (image compression) to help your site run quick



About 45% of Black Friday's online sales took place on smart-phones



67% of online shopping carts are abandoned before ordering