

## 1. What are my marketing goals this holiday season?

Do I want to grow my customer list? Reconnect with lapsed subscribers? Reward my best customers? Raise money for my nonprofit? What worked (or didn't work) last holiday season?

**This holiday season, I want to:**

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**The audience I want to reach is:**

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## 2. What am I offering my customers?

Once you've identified which customers or potential customers you want to reach, the next step is deciding what to offer them. Whether it's a coupon, a buy-one-get-one promotion, information about special holiday hours or services, a matched donation to a charity, or a contest or sweepstakes (to name only a few), having a clear message gives your audience a reason to open your emails -- and then take action.

**This season I'm offering:**

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## 3. What unique benefits am I providing? What key message do I want people to associate with my offering or business?

Consider the intangible benefits of your business that set you apart from similar companies. White glove service, expert craftsmanship, extra-helpful staff members -- all these benefits are lifelines your customers cling to. Make sure you focus on these points and use consistently in your email campaigns, social media posts, in-store signage, and even in-person interactions.

**My key messaging is:**

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### Holiday Marketing Tip

Use a calendar to plot out when you're going to send seasonal emails. Post it where your whole team can refer to it over the holiday season.

## 4. What extra help will I need this holiday season?

Sticking to your holiday marketing plan might require scheduling extra shifts, hiring seasonal workers, email campaigns and social media posts, printing signage, and seasonalizing your website. Any prep work you tackle now will mean smoother sailing during the busy last months of the year.

**My holiday prep work:**

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## 7. What about January and February?

New Year's marks the official end of the holiday season, but the following winter months don't have to be blah for your business. They're the perfect time to evaluate what worked over the holiday season, and also to re-engage customers with sales, shop-for-yourself promotions, and Valentine's Day tie-ins. Budget some time for email and social campaigns that cut through the post-holiday winter blues.

**In January I'm going to promote:**

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**In February I'm going to promote:**

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