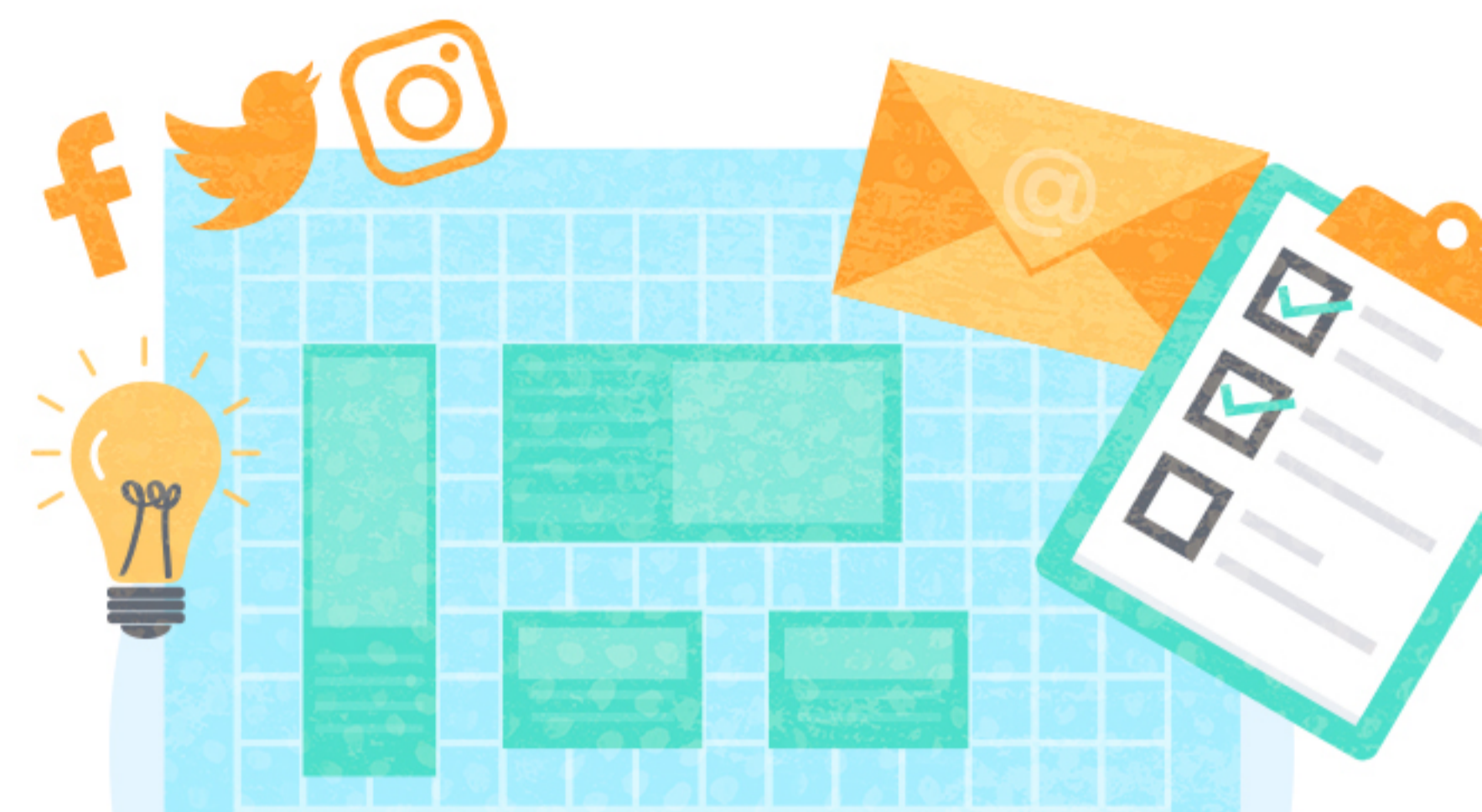


# PREPARING YOUR BRAND FOR THE HOLIDAY PUSH

Follow these four guidelines to prepare for holiday digital marketing and be prepared to crush your goals.

## START PLANNING, LIKE, YESTERDAY.

Ask the CMO at any big brand and they'll tell you the same! Referring back to the golden rule above, it's always going to be crazier than you think around the holidays. It seems fundamental, but getting a head start on all things digital (*email, design, digital advertising strategy, retargeting pools, social...the list goes on*) will save you and your team a lot of headaches.



ON YOUR MARK, GET SET,  
AND GET SET AGAIN



MAKE AN IMPRESSION  
HERE, THERE, AND EVERYWHERE

## DON'T PUT ALL YOUR DOLLARS IN THE SOCIAL ADS BASKET.

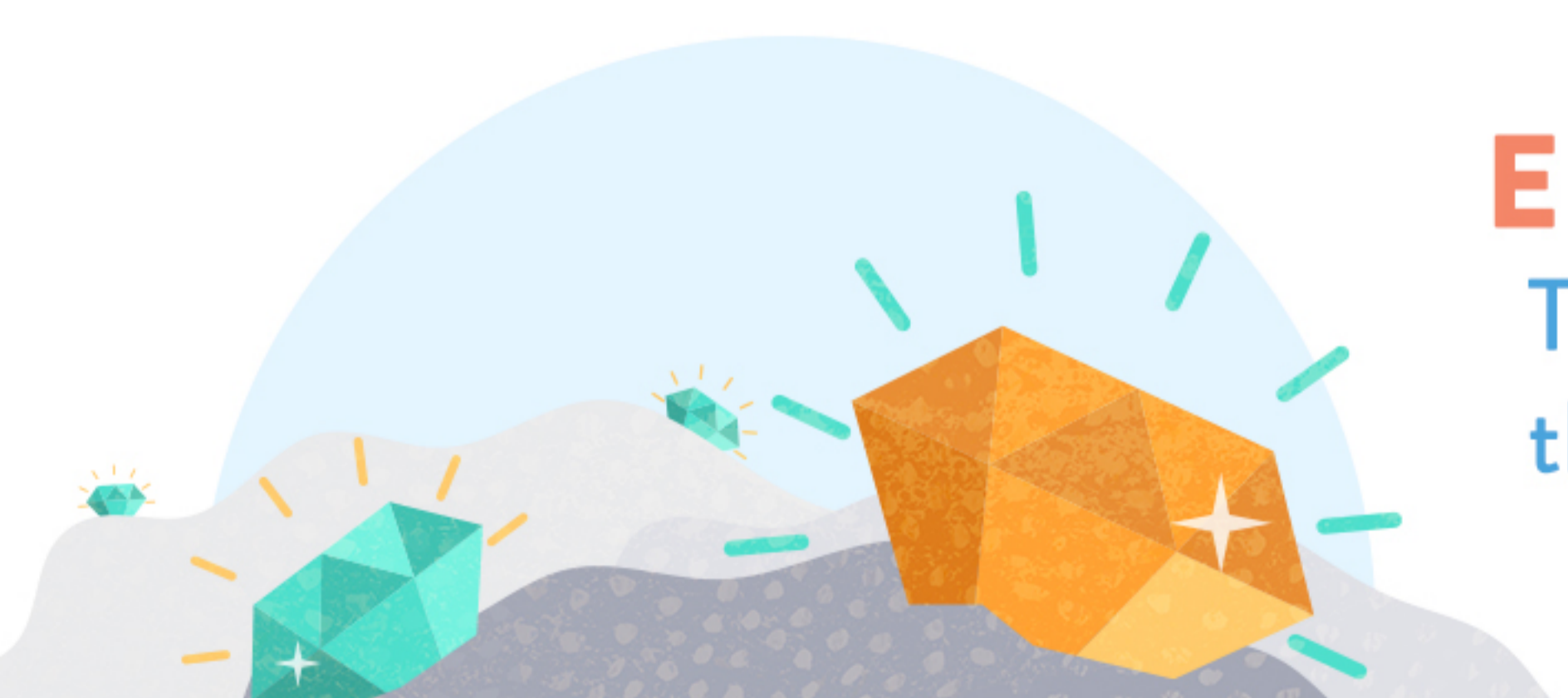
Social ads are great for holiday promotions, but everyone else thinks so too. Don't cut them completely, but with online ad inventory being more coveted during this time of year, consider distributing increased budgets between display & social, and even connected TV, voice, and programmatic audio ads to try and reach your consumers where many others aren't. (Ask us how we can help.)

## TWO WORDS: RETARGETING & EMAIL.

Your existing customers and website visitors have already shown an interest in your business—take advantage of it! The holidays are a perfect opportunity to double down on existing customers and leads by uploading CRM lists, launching retargeting campaigns, and creating lookalike audiences to target not only current customers but those who haven't quite found you yet.



GREET YOUR EXISTING CUSTOMERS  
LIKE AN OLD FRIEND



WHAT IS YOUR COMPETITION DOING,  
AND HOW CAN YOU SET YOURSELF APART?

## ENGAGE & CONNECT.

There's a lot of pressure on brands to offer more, more, more throughout the holiday season, but that doesn't mean deeper discounts are necessarily best practice. Offer more value. Work to grab interest and rise above the crowd via engaging, funny, and clever messaging in your creatives & call-to-actions.