



Holiday Marketing Checklist

Week 1

- Thankful -

- Contact Food Bank
- Evaluate volunteer opportunities (feedamerica.org)
- Email out family recipe
- Order 2021 Calendars
- Sync Email Marketing with CRM (e.g. Mailchimp and LionDesk)

Week 2

- Celebrate Winter -

- Create Holiday Light Map
- Add Snowflakes to your Marketing Materials
- Find a charity to begin promotion (e.g. angeltree, toys for tots)
- Start out promotion for Holiday Light Contest
- Set up Facebook Leads to CRM Sync

Week 3

- Charity -

- Collect and Deliver the week 2 Charitable Gift - Share on IG or FB Live
- Continue promotion for Holiday Light Contest
- Continue running ads for Holiday Light Map
- Order Holiday Cards

Week 4

- Party + Fun -

- Invite to Santa Picture Alternative
- Email out Movie Codes and Pizza Gift Cards
- Announce Light Contest Winner

Week 5

- Be Santa -

- Drop off Holiday Cards and Pies/Beverages/Framed Pictures from Santa

Week 6

- 2021 -

- Send out 2021 Calendar
 - Start a 2021 resolution club on IG or Facebook Group (e.g. Running, Book Reading, Writing)
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