

HOLIDAY SEASON MARKETING

Planning Checklist

Getting Started

- 1.** Mark key dates in your marketing calendar
- 2.** Create a budget
 - a.** Estimate total budget based on YOY growth
 - b.** 45% of all spending before the end of Cyber Week
 - c.** 500% short burst spending on big events (Black Friday)

Google Recommendations

- 1.** Audit your website's performance tracking
 - a.** Assign conversion value to all conversions
 - b.** Remove old goal conversions
 - c.** Implement Google Analytics 4
- 2.** Google Merchant Center settings
 - a.** Check Diagnostics section for alerts
 - b.** Activate your Shopping Campaigns
- 3.** Google Ads settings
 - a.** Stress test smart bidding
 - b.** Set up Google Ads tag
- 4.** Google Search and Smart Shopping Ads for meeting demand
 - a.** Set up shared budgets
 - b.** Predict your competitive positioning
 - c.** Prepare for spikes in demand
 - d.** Use the best Smart Bidding strategies
 - e.** Segment your most important products for Smart Shopping
- 5.** Test out Google Discovery and Video Action Ads for finding new audiences
 - a.** Discovery ads
 - b.** Video Action ads