



**Your Easy Checklist for**

**Holiday  
Social Media  
Marketing**

**a 4 step, foolproof guide that's easy enough to start today!**

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Hi – I'm Andréa!

As a social media manager, I'm intimately familiar with what needs to happen in order to create a successful holiday social media campaign.

The holidays are oftentimes a huge sales driver for most businesses, no matter the size. But where do you begin when it comes to successfully driving web traffic and gaining sales during this fruitful season?

In this checklist, I detail how you can effectively create a social media marketing campaign for any holiday. If you want to hear more detail about each step, make sure to check out my video on YouTube >> [Click Here for the Video!](#)

It's important to remember to stick with small, actionable steps you can do daily instead of getting overwhelmed with the possibilities.

Looking to hire me for social media services? [Click Here!](#)

Now, on with the show!

*Andréa Jones*

# Social Media Holiday Planning Checklist

## Step #1: Prepare Early

- Nurture your social media audience and keep them engaged with relevant content.
- Make sure you're staffed with people who can answer potential buyer questions on social media.

## Step #2: Brainstorm

- Print off a calendar for the last three months of the year.
- Select which holidays you are going to run promos for.
- Decide on what promotions you'll run for each holiday (make them different and enticing.)
- Choose which social media channels and other outlets you'll use to promote these sales.

## Step #3: Create Content

- Create images using Canva. ([Use Visually Savvy: A Canva Course](#))
- Write sales copy that can be used for social media, emails, blog posts, and other forms of promotion.
- Make sure to have a nurturing funnel in place for website visitors who don't purchase on their first visit.
- Don't forget to get personal!

## Step #4: Track

- Figure out Key Performance Indicators (KPI).
- Track, adjust, improve, and repost.
- Above all, don't forget to create lifetime value to each and every customer.