

CHRISTMAS MARKETING CAMPAIGN CHECKLIST

INSTAGRAM
USERNAME

AUDITED BY

DATE OF
AUDIT

SECTION 1: DECIDE ON YOUR CREATIVE CONCEPT

1. WHAT IS THE CONCEPT OR IDEA BEHIND YOUR CAMPAIGN THIS YEAR?

2. WHAT IS THE FOCUS OF YOUR MARKETING EFFORTS? WHICH PRODUCTS OR SERVICES WILL YOU BE FOCUSED ON MARKETING PRIMARILY?

SECTION 2: CREATE YOUR PHOTO AND VIDEO ASSETS

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Create a Pinterest board that represents the aesthetic of your holiday marketing campaign

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Hire a photographer and/or videographer to assist with content creation for your campaign

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Decide on a venue for the your shoot

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Gather your props for the shoot

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Find models for your shoot

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Create your shot list and storyboard for the whole season/campaign

SECTION 3: COLLECT & SCHEDULE YOUR SOCIAL CONTENT

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Organise your photos and videos for your marketing campaign

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Schedule your social content

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Plan the look of your instagram feed with your holiday content

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Share your social calendar with your colleagues/rest of the business

SECTION 4: PREPARE YOUR SOCIAL MEDIA ADS

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Create a strategy for paid social media content.

1. WHAT SOCIAL PLATFORMS WILL YOU BE RUNNING ADS ON?

2. WHAT IS YOUR BUDGET?

3. WHAT IS YOUR PAID CAMPAIGN OBJECTIVE?

4. WHAT IS YOUR TARGET AUDIENCE?

SECTION 5: DRIVE ENGAGEMENT AND SALES ON INSTAGRAM

- ☐ Create a branded hashtag for your campaign
- ☐ Run a user-generated content campaign around your branded strategy
- ☐ Run a Christmas-inspired instagram giveaway
- ☐ Build a shoppable instagram feed or landing page for your campaign
- ☐ Drive sales with instagram influencer marketing

SECTION 6: MEASURE YOUR RESULTS

- ☐ Use Google UTM parameters to track your success on social
 - ☐ Create a report on the overall success of your campaign strategy and execution

NOTES:

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