

2020 E-COMMERCE HOLIDAY MARKETING GUIDE

DAYMOND JOHN

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LETTER FROM Daymond

It's no secret that the last 3 months of the year are critical to the survival of many businesses. In fact, one-third of U.S. small businesses report that Q4 is the most profitable time of year ([source](#)).

Since over 100,000 small businesses have had to shut their doors permanently in 2020, this holiday shopping season is critical, not only to our economy but to the livelihood of the people like YOU, who have invested their life-savings and time into a business that serves your community.

We've also seen evidence that Christmas shopping is starting earlier this year, perhaps because many of us are still social distancing and feeling a little bored at home. That means that you need to **get prepared...ASAP**.

But the pandemic also means that many small businesses are struggling; marketing and sales teams have been reduced and business owners are scrambling to pick up the slack on their own. That's why I knew it was critical to get this guide in your hands so you can still crush your holiday sales in 2020.

In this guide, you'll find tips, checklists, calendars and advice from me to help you make Q4 2020 the best yet!

Happy Holidays,

DAYMOND JOHN

QUESTIONS TO ASK YOURSELF

With the holiday season coming up quickly, it's important for your business to start planning for holiday sales. The fact is if you don't plan early, there's a slim chance of success for your brand this holiday season. Q4 is the most important time of year for most businesses, and with the pandemic keeping people inside, e-commerce is going to be more important and popular than ever.

In 2020, many businesses are struggling, and many have even had to close their doors permanently, both small and large. If you are lucky enough to still be operating and have the resources to plan for holiday marketing this season, you need to take advantage of this. The steps you take BEFORE you start advertising are just as important (probably more!) as any content, collateral or ads - without a solid plan in place, you'll likely end up wasting a lot of time and money winging it.

So before you put any holiday content, ads or sales out there, here are 10 questions you *must* ask yourself:

- 01** Have you started prepping for your holiday sales yet?
- 02** Have you determined your target audience?
- 03** Have you created a story for your campaign?
- 04** Do you have all of your collateral planned?
- 05** Have you created a unique/valuable discount?
- 06** Have you established your profit margins?
- 07** Are you offering specialities like free shipping, holiday gift wrapping, etc.?
- 08** Have you created special offers for your loyal customers?
- 09** Is your path from promotion to purchase clear?
- 10** Have you described the COVID-19 precautions your brand is taking?

If you need help planning your 2020 holiday sales, the following resources will help you. Let's get started!

PROMOTIONAL CHECKLIST

When planning your marketing strategy, it's important that you cover all of your bases. During the holiday season, this year especially, there are a lot of important steps that you need to take. With this many things to keep track of, it's easy to make a mistake or overlook something. However, missing or overlooking an important step could lead to a failing strategy. You can't afford to make this mistake, and this is where a checklist comes in handy.

This checklist I've provided is the same one that my team of expert marketers uses to plan all of our marketing promotions. It gives you an outline of the steps you need to be taking to carefully plan your holiday marketing strategy (or any promo!) and have it result in success! Keep in mind that every business is different and for advanced promotions, there are additional steps and details you may need to consider for your own brand's holiday strategy, but these are the basic steps *everyone should take*.

STEP 1 | GATHER INFORMATION ON YOUR IDEAL CUSTOMER

- Determine what they spend their time doing
- Analyze what they spend their money on - this will tell a story about their values
- Figure out what is important to them (ex: Made in USA, Recycled Materials, Price)
- Map out which social media networks they are on
- Determine a budget people might have in mind for your product

STEP 2 | RESEARCH YOUR COMPETITION

- Dig to see what sales have they run in the past
- Find out how they market and advertise
- Map out what platforms and content does well on their channels

HOLIDAY PROMOTIONS IN THE TIME OF COVID-19

The pandemic should be taken into account when planning your holiday strategy, but it doesn't have to ruin your holiday sales.

Here are a few helpful tips to make sure your sales can survive the pandemic!

- Mention that you're taking proper precautions so your customers feel safe!
- With more online sales happening, you need to make sure your transactions are secure.
- Adding gift wrapping and curbside pickup options are a great bonus!



PROMOTIONAL CHECKLIST

continued

STEP 3 | DEVELOP YOUR OFFER

- Determine your margins. Consider these costs:
 - Manufacturing
 - Shipping
 - Gift-Wrapping
 - Marketing
 - Payroll
- The offer is unique & provides a lot of value
- You have a provoking story
- You've included cool add-ons
- Your price is competitive

GIFT CARDS & DONATION PROGRAMS

GIFT CARDS are great! Approximately 2 out of 3 gift card holders spend almost 40 percent more than the value of the gift card according to Inc.Com.

DONATION PROGRAMS are a great way to show your customers you care by sprinkling in some social responsibility into your holiday sales!



STEP 4 | DEVELOP YOUR SALES & MARKETING STRATEGY

- Write sales and marketing messaging that portrays your provoking story
- Update your collateral to reflect your story and your offer
- Address COVID-19 Concerns
- Assets are ready
 - Landing page is ready
 - Graphics are done
 - Copy is done

STEP 5 | PLAN YOUR PROMOTIONAL CALENDAR INCLUDING THESE PLATFORMS:

- Email
- Social Media
 - Facebook
 - Instagram
 - Pinterest
 - Twitter
 - LinkedIn
 - Snapchat
 - TikTok
- Content Streams
 - Blog
 - YouTube
 - Podcast
- Paid Advertising



YOUR IDEAL CUSTOMER

Unless you are starting a brand new business, you should already have a good idea of your customers' demographic and geographic persona, but every so often (and especially now) you need to take another look at psychographic data. Psychographics take a deeper look at your target audience, such as what inspires them, what they enjoy doing, their morals and values, etc. When you know this data, you can truly develop attracting offers and social ads.

MOTIVATORS What Motivates Your Consumer?

ACTIVITIES What Activities are They Involved in?

INTERESTS What are their Interests?



VALUES What are their Values?

BRANDS THEY LIKE What Brands do They Like?



PROMOTIONAL CALENDAR

continued

OCTOBER

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
				Black Friday Prep		
				Thanksgiving Prep		
25	26	27	28	29	30	31
						Halloween

notes

PROMOTIONAL CALENDAR continued

NOVEMBER

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
Start Thanksgiving Promo			Start Black Friday Promo			
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	Chanukah Prep		28
Start Black Friday Sales			Thanksgiving!			27
Start Cyber Monday Sales			BLACK FRIDAY!			
29	30					
	CYBER MONDAY!					



notes



keep in mind:

CHANUKAH

Joseph Jacobs CEO, Elie Rosenfeld says about marketing for Chanukah- "Think about the one house on the block with a menorah in the window when everyone else has Christmas trees. When that family sees a brand talk to them in their language, about their culture—it's something they don't forget."

It's a great opportunity to build brand loyalty.

KWANZAA

The International Black Buyers and Manufacturers Expo & Conference recommends not marketing Kwanzaa goods unless your company is black-owned!

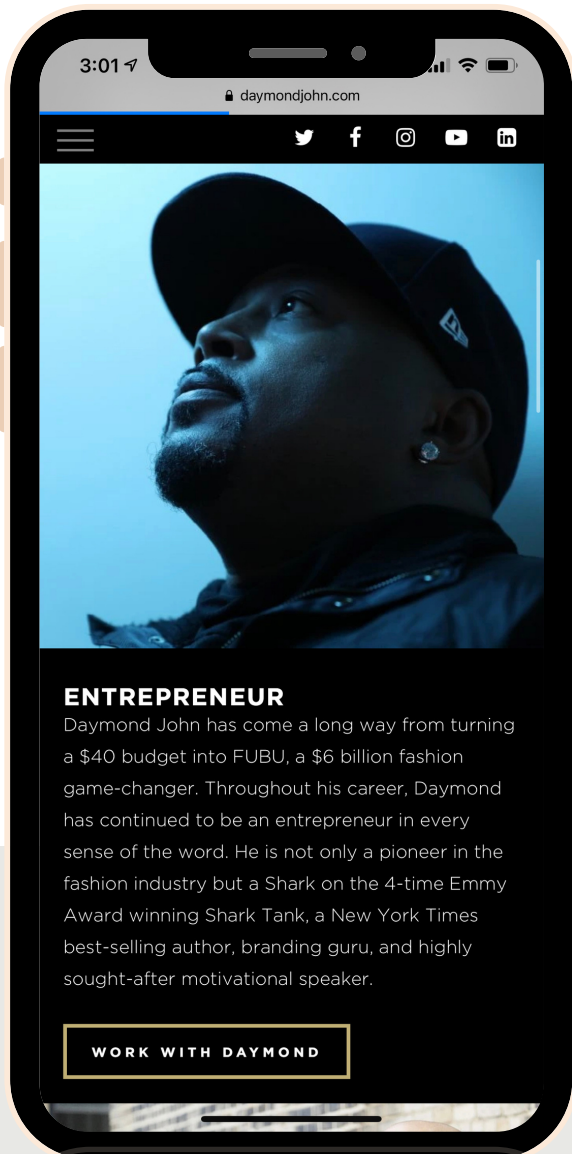
For more information regarding Black Entrepreneurship, join us on [Black Entrepreneurs Day!](#)

EMAIL INSPIRATION

Take advantage of your email list! Remember it's one of the few digital landscapes that you own. Here are 10 of my best subject lines from the last year that will hopefully inspire you. Just remember, you know your audience better than anyone - when developing subject lines, make sure you speak to their specific personalities!

- 1 Hey ~Contact.FirstName~, you need this free download
- 2 Confessions of an entrepreneur...
- 3 This ONE word will change your life
- 4 The mistake you're making
- 5 Buy it once, use it forever
- 6 You deserve this, ~Contact.FirstName~!
- 7 We are strong + we will be heard!
- 8 Are you burnt out, ~Contact.FirstName~? 😴🤯
- 9 Are you a leader or a follower, ~Contact.FirstName~?
- 10 is this new training right for you?

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Finals thoughts from

DAYMOND JOHN

I hope this guide helps you have a record-breaking Q4! I can't stress enough how important the planning phase is, no matter how small your business is.

There are always obstacles that businesses face during the holiday seasons, and this year there are more than ever.

But this doesn't mean that our world as we know it stops; it just **changes**. People are relying more on online shopping more than ever this year. And they are starting earlier. *So go get started, today!*

If you'd like even more help planning your sales this holiday, check out my course - [Crafting Your 7-Figure Sales Plan](#).



**CRAFTING YOUR 7-FIGURE
SALES PLAN COURSE**

Join me on
DaymondJohn.com for
more helpful tips and
invaluable content!

