FISAGENCY

Christmas marketing checklist

Brand: _____

Owner: _____

Each block matches a play on Christmas marketing. Fill it once, then rerun before December sends go out.

December calendar PLAY 1

- ☐ Our last order date for gifts is on the site:
- ☐ Our last booking or party date is on the public page:
- ☐ Our closure or reduced hours through 25 Dec:
- ☐ Our calendar URL is live on site and GBP:

Festive HTML page PLAY 2

- ☐ Our Event or FAQ page URL (HTML, not PDF only):
- ☐ Our public prices and dates on the page:
- ☐ We indexed the page and linked it from nav or footer:

One gift at full price PLAY 3

- ☐ Our gift SKU (card, box, stay voucher, or trip voucher):
- ☐ Our gift terms in one line (dates, caps, eligible use):
- ☐ Our public price on the PDP and in email:

Press and gift guides PLAY 4

- ☐ Our press kit URL with usable assets:
- ☐ Our late list or local press targets (names only):
- ☐ Our follow-up rule (no desperate pings):

Corporate and group track PLAY 5

- ☐ Our party hire or group booking SKU (separate from consumer gift):
- ☐ Our B2B gifting contact or portal:
- ☐ We kept our consumer offer out of corporate email:

Claim-safe festive copy PLAY 6

- ☐ Title tags and collection names checked under EmpCo: Pass / Fix
- ☐ We scoped or removed our sustainable gifts language:
- ☐ Our banners match our substantiation folder:

Second-order plan PLAY 7

- ☐ Our gift-recipient insert SKU and QR at public price:
- ☐ Our gift-buyer self-reorder link in order email:
- ☐ We added the insert to our fulfillment brief before rush week:

Our industry angle

- ☐ Our industry and the one angle we will use:
- ☐ Where it goes on our site or in our next send: