



ARE YOU ON THE HOLIDAY MARKETING NAUGHTY LIST?

Use our digital strategy checklist to find out.
Checkmark the Naughty column for No and the Nice column for Yes.

	NAUGHTY	NICE
1 Have you benchmarked 2017 sales and identified this year's goals?	<input type="checkbox"/>	<input type="checkbox"/>
2 Did you identify your busiest online shopping days last year?	<input type="checkbox"/>	<input type="checkbox"/>
3 Do you know the percent of traffic and revenue each channel generated last year?	<input type="checkbox"/>	<input type="checkbox"/>
4 Have you brainstormed holiday campaign ideas for emails, website, social media, and ads?	<input type="checkbox"/>	<input type="checkbox"/>
5 Have you outlined promotions and logistics (last ship day, etc.) on a calendar?	<input type="checkbox"/>	<input type="checkbox"/>
6 Are your website and emails mobile-ready, so customers can shop across all devices?	<input type="checkbox"/>	<input type="checkbox"/>
7 Have you updated product descriptions and imagery to be compelling, detailed, and accurate?	<input type="checkbox"/>	<input type="checkbox"/>