



WHAT TO CONSIDER WHEN PLANNING YOUR HOLIDAY CONTENT



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1. Your goals

What do you want to accomplish with your content? Do you want to increase sales of specific items, or promote a special sale? Start by listing one or more goals to help set your focus.

My goals are to...

2. Your audience

What does your audience want from you over the holiday season, and how can your content help?

For example, if you sell baking supplies, your audience might be online looking for recipes for a party or family gathering. Or they might be looking for advice on which gifts to give to the baking enthusiasts in their lives.

From situations like these, you can determine who your audience is, and which content pieces will be the most helpful to them.

My audience is made up of...



3. Your topics

With your audience defined, it's time to think about topics. **What can you talk about that will be useful, unique, and serve a purpose to your holiday audience?**

In the example above, we talked about baking enthusiasts looking for recipes. So in the case of a baking supply brand, they'd probably want to publish lots of yummy holiday cookie recipes tested in their kitchen.

Jot down a few topics that seem like they'd be a good fit for you.

I'd like to publish content about...

4. Format and delivery methods

One more thing to consider is how you're going to distribute this content. **What format will your content be in, and how will it be consumed?**

Do you have a blog (or will you be creating one)? Do you have social media channels? What about email marketing? Think about where you're going to create these pieces, and any immediate distribution channels.

I can publish or deliver my content via...



5. Timing

Not all holiday content should be published at the same time.

Think about someone who is buying a large piece of furniture from an online store. They know that furniture takes a long time to be delivered. So they would start the buying process -- and begin consuming content -- very early in the holiday season.

But what about someone who needs to buy a small piece of furniture, like an end table? Or a last-minute gift or stocking stuffer, like a picture frame? They'll be consuming content much later.

Jot down some of your thoughts for timing your content below.



6. How you're going to promote it

There's also the matter of marketing. **Once your content is published, you should have a set plan in place to promote it.**

Common marketing methods include:

- Email marketing
- Social media
- Pay-per-click (PPC) advertising
- Banners or special graphics on your homepage
- Link building

Decide on a few methods that you'd like to use for your content promotion and jot them down below.

I'd like to promote my content via...

7. Your available resources

Finally, let's talk resources. You're starting to make decisions on the what, when, and how. But now you need to think about the "who."

Who do you have on your team that can produce content, promote it, or manage the process? Set these roles ahead of time, and have a chat with each person responsible to ensure they know the part they play in the process.

Below we've given you space to write in the names of a few of the most common roles involved in holiday content production, but feel free to add in your own based on the marketing methods above.



Final topic decisions

Calendar maintenance

Content production

Content publishing

Social media

Email marketing

Paid advertising/PPC

Other responsibilities

More holiday marketing advice for your online store

Need more inspiration for the holidays? [Check out all our posts on marketing ideas for the holidays.](#) 

Best of luck with your content marketing! If you do something really special, drop us a link -- we'd love to give it a read :)

