KLIK DIGITAL

DIGITAL MARKETING AGENCY

Q4 Digital Marketing Checklist for the Holiday Rush



Your **FREE** **Readiness Guide**

For B2B & B2C

klikdigital.co

START HERE

IF BLACK FRIDAY WERE NEXT WEEK, WOULD YOU BE READY?

Work through each section and check off what is done. Anything left unchecked is where your holiday budget will leak.



BLACK FRIDAY

NOV 27

CYBER MONDAY

NOV 30

Everything that matters happens before then.

01 / PLANNING & OFFER

THE SEASON IS DECIDED IN SEPTEMBER, NOT IN NOVEMBER



- [ ] **September** — Decide the offer, audience, goals and campaign message
- [ ] **October** — Build landing pages, SEO content, creatives and email sequences
- [ ] **Early November** — Test campaigns and grow remarketing audiences
- [ ] **Black Friday** — Launch, monitor, and optimize
- [ ] **December** — Promote deadlines, year-end services, and last-minute offers
- [ ] **January** — Retain, remarket and request reviews or referrals

RUN THE MATH BEFORE YOU ANNOUNCE THE SALE

$100 → $50 profit vs **$80** with 20% off → $30 profit **40% LESS PROFIT**

- [ ] **Choose a margin-safe mechanic:** Bundle, bonus, early access, spend-more-unlock-more, gift with purchase, sell now/redeem later, extended guarantee
- [ ] **Prepare different offers:** For new and existing customers

B2C EXAMPLE

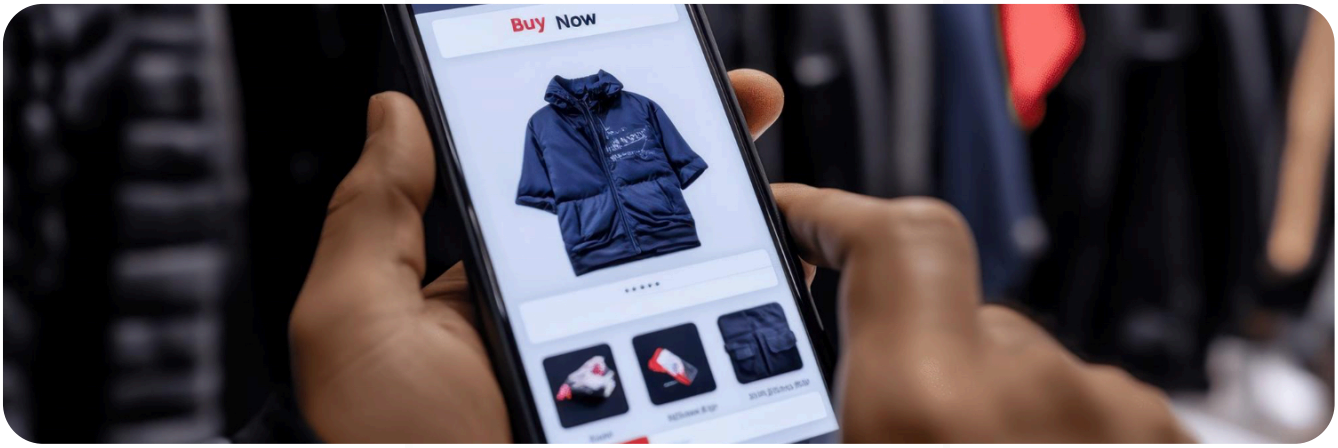
Candle shop: “Buy 2 candles, get a small one free” instead of 30% off. The gift costs $2.

B2B EXAMPLE

Law firm: “Book your year-end review by Dec 15, get a free 30-minute planning call for January.”

02 / WEBSITE & CONVERSION

BEFORE YOU SPEND MORE ON HOLIDAY TRAFFIC



- [ ] **Message match** — The ad/email promise matches the landing page headline and offer
- [ ] **Real mobile journey** — Test from the actual email/post, on your phone
- [ ] **Capacity matches the offer** — Stock, delivery dates, appointment slots, response capacity
- [ ] **Conversion works end-to-end** — CTA → form/booking/checkout → confirmation
- [ ] **Someone owns the lead** — Clear routing and response responsibility
- [ ] **Tracking works** — Purchases, bookings, and leads are actually recorded
- [ ] **Converters are excluded** — Customers stop receiving the same promotion after converting
- [ ] **10-second test** — A stranger can say what you offer and what to do next

B2C EXAMPLE

"Order today — delivered before Christmas." The delivery date appears only at the final step. Result: customer leaves.

B2B EXAMPLE

"Book your year-end assessment." First available meeting: January 18. Result: urgency disappears.

03 / EMAIL CAMPAIGNS

EVERY EMAIL NEEDS A DIFFERENT JOB



- [ ] **1. Context** — Why should I care now? “3 things to fix before year-end”
- [ ] **2. Offer** — What exactly are you offering? One offer. One CTA.
- [ ] **3. Proof** — Why should I trust you? Review/result/case
- [ ] **4. Objection** — Why might I hesitate? Price / timing / delivery / implementation
- [ ] **5. Deadline** — Why act now? A real cutoff
- [ ] **Stop after conversion** — Once they convert, stop selling them the same offer

Avoid: SALE → Reminder → Last Chance → FINAL Last Chance → Extended Last Chance. Every email should give the customer a new reason to act.

B2C TRIGGER

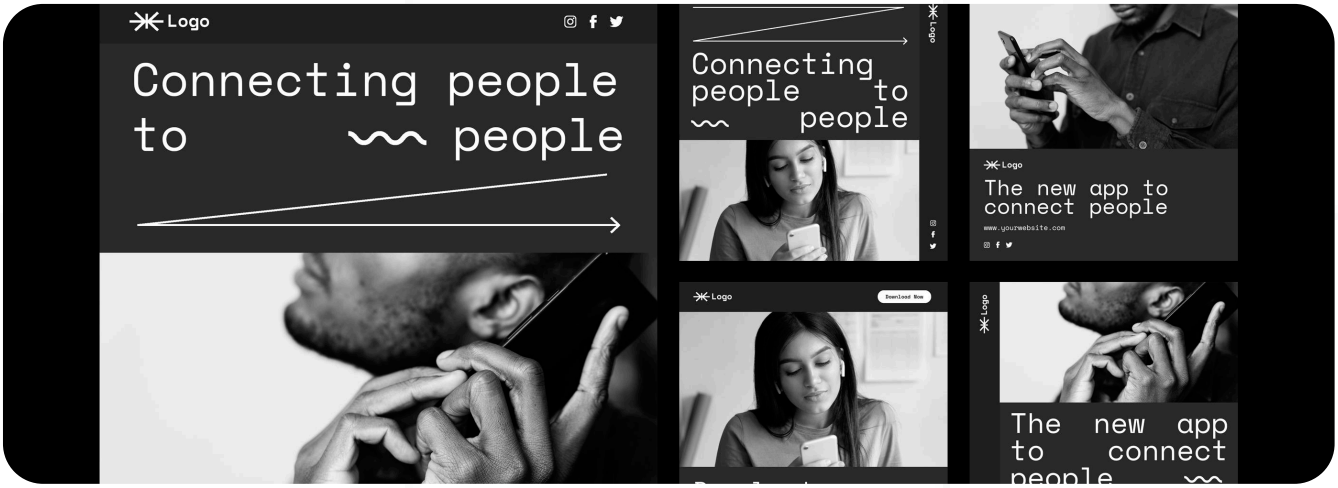
The promotion creates the decision: “Order by December 18 for Christmas delivery.”

B2B TRIGGER

Business reality drives it: “Book in December → start implementation in January.”

04 / SOCIAL MEDIA

RUN THIS BEFORE—NOT DURING—BLACK FRIDAY



- [ ] **Map your services** — Confirm which offers you can realistically run
- [ ] **Lock your 5 core promotion topics** — For the whole season
- [ ] **Audit last year's — and competitors' —** BFCM posts and ads
- [ ] **One content plan** — Every post and ad ties to a confirmed offer
- [ ] **Prep visuals ahead** — Reuse the formats that over-performed last year

5 RUBRICS TO ROTATE ALL SEASON

Teaser & Countdown | Education & Proof | Offer Spotlight | Behind-the-Scenes | Deadline & Last-Chance

B2C EXAMPLE

Gift bundle: countdown reel → bundle-reveal carousel → “ships by [date]” story.

B2B EXAMPLE

“Book your year-end audit”: founder LinkedIn post + 3-tip educational post + quick case example.

05 / PAID ADS

BEFORE YOU SPEND A SINGLE DOLLAR



- [ ] **Test creative & copy in Sept/Oct** — Early is on time
- [ ] **Confirm tracking** — Pixel, Conversions API, UTM, conversion events
- [ ] **Build remarketing audiences now** — Visitors, engagers, cart-abandoners, past leads
- [ ] **2–3 creative variants per offer** — Video and static
- [ ] **Budget pacing** — Soft-launch → scale into peak week → hold a last-chance reserve
- [ ] **Kill rule** — The CPL/CPA that pauses or swaps a creative
- [ ] **One owner** — Monitors campaigns daily during peak week

Never launch completely untested creative on Black Friday itself.

B2C EXAMPLE

Show cart-abandoners what they left behind, and target shoppers like last year's buyers.

B2B EXAMPLE

LinkedIn lead-gen form to the warm list, then “book before year-end” retargeting.

06 / SEO & VIDEO

OCTOBER IS FOR FILMING AND INDEXING



SEO

- [ ] **Seasonal search terms** — The Q4 language your buyers actually use
- [ ] **Update pages and add holiday FAQs or guides** — Reuse the same seasonal URL each year
- [ ] **Link the campaign page from the homepage** — Add video schema, submit for indexing
- [ ] **Optimize for Google and AI-assisted search** — Answer buyer questions clearly so AI can quote you

VIDEO

- [ ] **Plan in bursts tied to dates** — Expect to refresh creative weekly
- [ ] **Make the deadline the CTA** — Put the date on screen, not just in the voice-over

B2C EXAMPLE

Shoot offer, deadline, and unboxing videos in one October block. You will not have time in November.

B2B EXAMPLE

Film testimonials in October and pre-record what runs while the office is closed.

07 / YOUR 5-DAY PLAN

FIVE THINGS. THAT'S IT.



DAY 1 **Pick one goal** — More sales, more leads, or more bookings

DAY 2 **Calculate your numbers** — Before you set your offer

DAY 3 **Test how customers reach you** — Buy on your site, call your business

DAY 4 **Build one calendar** — What goes out, and when, through December

DAY 5 **Assign one owner** — One person watches daily; automate the rest

Went through the list and still not sure what's holding you back? That's exactly what our audit is for.

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FINAL WORD

LET'S BUILD YOUR ECOSYSTEM

You don't need more holiday marketing ideas. You need the right offer, the right assets, and a system that is ready before the rush begins.

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