

YOUR
Ultimate
**2021 MARKETING
PLANNING GUIDE**



DECEMBER

REACHLOCAL

December 2021

→ THIS MONTH'S MARKETING MUST

One digital advertising tactic that should, absolutely, be on your radar is Shopping Ads. These ads are designed to help retailers capture the attention of consumers all along the customer journey and can be a powerful component in your e-commerce marketing strategy.

→ QUICK TIPS

- Shopping Ads use your product titles and descriptions to decide whether your item is a good match for a search query, so the more relevant information you provide, the more likely your ads are to show.
- To further optimise your feed, add attributes such as colour, gender, size or model type. Make sure the most important information first, as long ad text may get cut off. Every piece of information helps match your Shopping Ads to the right potential customer.
- Check the Impression Share metrics of your campaign to understand how competitive your ads are. It will show you how many times your ad showed, versus how many times it could have shown. If your competitors are constantly outbidding you, you may want to consider increasing your budget.

→ MARKETING & PROMOTION IDEAS

- Create a [holiday gift guide](#) for your customers with your products and services as well as related products and services from local businesses.
- Take a minute to update your holiday hours on your listings, website, and your social media sites. This will go a long way for customers!
- Finalise your marketing plan for 2022 – what's worked well this year? What do you want to accomplish next year?

22%

22% of shoppers purchased from an online store that was new for them in 2020.

SOURCE: [AUSTRALIA POST 2021](#)

SOCIAL CALENDAR IDEAS

DEC 1

START OF SUMMER

Everyone loves a HOT summer sale! Take advantage of the season by advertising a sale, event or new product with bright colours and summer-themed visuals. #summersale

DEC 17

UGLY SWEATER DAY

Have your team wear their ugliest holiday sweaters and share pictures on social media. Consider giving a discount to any customers who come in wearing their best ugly sweater! #uglyswaterday



DEC 31

NEW YEAR'S EVE

Share your New Year's resolutions with your social media audience and ask them to share theirs! #nye2021



December 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 START OF SUMMER WORLD AIDS DAY	2	3	4 NATIONAL COOKIE DAY
5	6	7	8	9	10 HUMAN RIGHTS DAY	11
12	13	14	15	16	17 UGLY SWEATER DAY	18
19	20	21 	22	23	24 CHRISTMAS EVE	25 CHRISTMAS DAY #merrychristmas
26 BOXING DAY	27	28 	29	30	31 NEW YEARS EVE #NYE	

NOTES: _____