

Q4 Digital Marketing Checklist: What Every Brand Should Do Before the Year-End



Preview & Optimize Your Website

- ☐ Audit website speed and mobile responsiveness
- ☐ Validate that CTA's on seasonal landing pages are clear and conversion focused
- ☐ Confirm Google Analytics and pixels are tracking
- ☐ Analyze website heat maps and consumer behavior to optimize site
- ☐ Verify that your web pages are being indexed

Audit Paid Media & Budgets

- ☐ Analyze YTD ad performance and adjust as necessary
- ☐ Use planner tools to measure potential reach on ads
- ☐ Shift spend from underperforming ads to top performers
- ☐ Implement A/B testing on copy, creatives, or offers

Plan and Launch Holiday Campaigns

- ☐ Map out timelines for Black Friday, Cyber Monday, Giving-Tuesday, and year-end promotions
- ☐ Decide which platforms to prioritize (social ads, emails, PPC, display, etc.)
- ☐ Prepare visuals and copy for campaigns

Leverage Social Media & Content Marketing

- ☐ Schedule content for social media campaigns
- ☐ Integrate Short Form Video content to boost performance
- ☐ Encourage User Generated Content via giveaways or branded hashtags

Optimize Email Marketing

- ☐ Segment CRM contents into appropriate lists
- ☐ Set up holiday drip sequences
- ☐ Experiment with subject lines, calls to action, and personalization to boost open rates

Refresh your SEO Strategy

- ☐ Update keyword research
- ☐ Optimize meta descriptions and headers with holiday messaging
- ☐ Update internal links, broken links, and outdated statistics on blog content