

Plan your digital ads

1 Pick 3 of your best sellers

Start by picking out your 3 best selling items to focus your ads around.

Product 1: _____

Product 2: _____

Product 3: _____

3 Write your ad messaging

Think about text that's short and sweet. Let people know what you're offering, how it will help them, and what they should do next.

Product 1

Headline: _____

Description: _____

Product 2

Headline: _____

Description: _____

Product 3

Headline: _____

Description: _____

2 Write down your keywords/interests

Think about some of the main keywords or interests associated with each of those products. We recommend expanding your list to at least 40 for a Google Ad.

Product 1: keywords & interests to think about:

Product 2: keywords & interests to think about:

Product 3: keywords & interests to think about:

4 Set your budget

We recommend setting aside \$150 to test your ads.

5 Review & maintain your ad

Spend some time after your ads are done running to view their performance.

[Learn how to view the results of a Google Ad](#)

[Learn how to view the results of social media ads](#)

Sample timing for December

S	M	T	W	T	F	S
		1	2	3	4 Social: Join our list	5
6	7	8 Social: Announce offer	9 Email: Announce offer	10 Hanukkah start	11 Social: Feature a popular product	12
13	14 Facebook & Instagram ad: Direct to purchase	15 Social: Remind about offer	16 Email: Remind about offer	17 Social: Behind the scenes at your store	18 Hanukkah end	19 Super Saturday
20	21	22 Social: Last-chance reminder about offer	23 Email: Last-chance reminder about offer	24 Christmas Eve Social: Happy holidays!	25 Christmas Day	26 Kwanzaa start
27	28	29	30	31	Jan 1 Kwanzaa end	

	Holiday Event
	Email
	Social media
	Ads



Create your own holiday plan – December 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		