

SEASONAL ADVERTISING

YOUR AD STRATEGY READINESS GUIDE

 **MARKET ANALYSIS** 

Have you identified seasonal trends in your industry?

Do seasonal trends change my buyers' behaviors?

Are you aware of any local events or holidays that significantly impact consumer behavior?

 **PERFORMANCE REVIEW** 

Have you reviewed your advertising performance in the past year?

Do you have metrics comparing performance across different seasons?

Can you identify which ads performed best during specific seasons?

Does it hold the reader's attention effectively?

 **BUDGET CONSIDERATIONS** 

Can your current budget support both regular and seasonal advertising?

Have you scoped the cost to create seasonally specific ads?

Have you forecast the expected ROI for the additional seasonal advertising expense?



 **CREATIVE STRATEGY** 

Have you developed messaging that aligns with seasonal themes?

Do you have creative elements ready that reflect seasonal changes (images, colors, slogans)?

Will you run seasonal promotions or discounts?

Have you tested your seasonal messaging with a small audience segment?

 **DISTRIBUTION PLAN** 

Have you identified which advertising channels are most effective during different seasons?



Do you have a plan for ad placements that aligns with seasonal media consumption patterns?

Are you prepared to adjust your media buy based on real-time performance data?

 **COMPETITIVE ANALYSIS** 

Do your competitors utilize seasonal advertising strategies?

Are you aware of any gaps in the market that you can exploit seasonally?

 **TESTING AND OPTIMIZATION** 

Do you have A/B testing strategies in place for your seasonal ads?

Are you set up to measure the success of your seasonal campaigns in real-time?

Do you have a plan for optimizing your campaigns based on performance data?

Are you prepared to iterate on your creative and messaging quickly based on test results?

From planning to execution, WTAE Advertising is a partner for every step of your campaign

WTAE Advertising supports advertisers every step of the way. Our expert team provides strategic insights, creative solutions, and data-driven strategies to ensure your campaigns resonate with your audience and achieve maximum impact. Get in touch to start planning your year-round success today.