

Your Christmas Digital Marketing To Do List

Step into the new year with confidence!

There's lots of digital updates every Visitor Attraction needs to undertake between Christmas and New Year. From responding to Facebook reviews to updating your website opening hours, work through our easy checklist below to make sure you don't miss a trick.



- Update your opening hours
- Change your cover photo
- Respond to reviews
- Update 'book now' button
- Update automated responses
- Post to promote activities between Xmas & New Year



- Refresh your story highlights
- Update your bio with correct booking link
- Check and respond to direct messages
- Create a story to promote holiday opening hours
- Post to promote activities between Xmas & New Year



- Update your opening hours
- Respond to reviews
- Create a Google My Business post for your next event
- Update any free listings
- Update Google My Business photos with fresh content



- Update your website navigation
- Remove your Christmas event from your website homepage
- Update your homepage to promote your next event
- Update your opening hours

Smarter Marketing for Visitor Attractions.

We help clients drive improved ROI through intelligent digital advertising, better converting websites and keep in touch campaigns.

