

Holiday shopping season checklist:

# Is your partnership program ready?

Q4 and the inevitable holiday shopping season are once again here! And with plenty of revenue potential at stake, it's never too soon to start planning for how your partnership program can play a significant role in ensuring your brand earns a piece of the retail pie!

To set your brand up for success, Partnerize developed a simple program checklist that ensures foundational elements of your program are in place for strategic optimization in the coming months. Get started immediately by focusing on:



**Partner Recruitment.** Diversify your program by finding new partners that could provide a competitive edge. Look for partners both on your platform and in the broader digital ecosystem to ensure that you have best-match partners in place to reach your target audience.



**Joined Partner Activation.** Ensure all partners who have joined your program are actively promoting your brand. To gain this insight, visit your reporting suite to see which partners are not driving traffic to your site. Then, reach out to these partners with the most up-to-date content to encourage them to begin promoting your brand!



**Commission Structure Audit.** Review your commission structures to ensure that all partners are at their intended rates. Be sure to check for and deactivate any commission increases that may still be active from previous optimizations.



**Creative Audit.** Confirm that your partners are working with the most seasonally relevant and up-to-date text links, coupons, and banners. Remove any old or outdated material to ensure they are promoting current offerings to their audiences.



**Budget Preparation.** Determine how much of your marketing budget can be allocated to paid placements or commission increases during the holiday shopping season. This will allow you to be proactive in securing key promotional opportunities with your top partners.



**Partner Communication.** Give your partners a sneak peek of your promotional calendar or available collaborations. You can do this by communicating 1:1 using their contact details in their partner profile or by sending a newsletter to all partners.



**Last Year's Wins.** Look at your holiday shopping season results from 2024 to identify what did (and didn't) work well. This will help you replicate successful strategies and take advantage of missed opportunities this year.



**Marketing Calendar Preparation.** Plan your promotions and offers to align with key holiday shopping dates including:



**Amazon Prime Early Access:** Early October



**Singles' Day:** November 1



**Thanksgiving:** The last Thursday in November



**Black Friday:** The Friday after Thanksgiving



**Cyber Monday:** The Monday following Thanksgiving



**Free Shipping Day:** The last guaranteed ship date for Christmas arrival, mid-December



**Super Saturday:** The Saturday before Christmas



**Boxing Day:** December 26th

If you have any additional questions about preparing for the holiday shopping season, reach out to your account team! Or, learn how Partnerize can help you to maximize the benefits of partnerships during the holiday season and beyond by **getting in touch**.

