



# Holiday Platform Checklist

## 5 PRE-HOLIDAY TASKS TO ENSURE YOUR SUCCESS THIS SEASON

Fall and winter will be here before we know it, and we all know what that means... the holidays are just around the corner! While it seems like this season sneaks up on us every year, Sprinklr has provided a checklist to ensure nothing is missed.

### Establish Measurable KPIs

Setting broad goals to increase traffic and meet targeted revenue goals is a great start, but make sure your goals are measurable and supported by an actual data point. If you're interested in growing your audience and engagement metrics, then define exactly what that means. To find what makes sense for you, spend time working with your month-over-month and year-over-year data from Sprinklr's Reporting Insights.

Metrics like this can ensure you know where to make changes during your campaigns so you come out on top.

### Delight Your Customers

Go viral, in a good way. Don't let one complaint be missed and skew the the entire sentiment of your campaign. By using the Monitoring Dashboard in combination with the Rules Engine to listen and respond to customers, you can catch all the good while simultaneously diffusing situations before they escalate. A planned strategy for crisis management can easily turn a detractor into a lifelong advocate.

Additionally, Sprinklr allows you to stay inspired by your audience through the content they publish. Utilizing user generated content (UGC) can work to motivate your campaigns, campaigns, help you stay relevant, and truly engage your audience.

#### Resources

click each to learn more



Reporting Insights



User Generated Content



## Plan Ahead

Approval workflows help ensure the right content is being sent at just the right time. Establishing these paths now can safeguard your brand from content being posted too early and sometimes worse, too late. Additionally, teams should utilize the Planner for content collaboration across all teams. This will not only allow each team member to work more efficiently but also allow for a bird's eye view of progress across any work stream. The holidays are a content heavy time so we recommend getting started now to ensure your whole team is comfortable working from one tool and likely, having a little time back for themselves.

## Find Your Advocates

Capitalize on increased traffic during the holidays as an opportunity to learn more about your audience and those who engage with your brand. Set up profile lists in order to track the growth of these important audience segments. By creating a custom field, your team can add these properties to profiles, or use a macro to quickly add the same property to many profiles. Don't miss an opportunity to recognize your top followers using some personal insight retained from their most recent engagement with your brand.

Moreover, your efforts will go far beyond the holiday season. By taking the time to understand and record your customers' likes and dislikes, this can help inform the direction of future campaigns.

## Involve Your Sprinklr Partner

We are here to help and ensure that your holiday campaigns are a success. Keep us updated on your next large-scale event dates so there are no surprises.

Sprinklr is here to make sure your holiday season is full of joy. Run through this list and reach out to your Sprinklr Success team to learn more tips and tricks or find details within our Knowledge Portal.



Crisis Management



Profile Lists for Advocates



Contact Us