

# 2020 Checklist

## 10 tips to become the No. 1 Brand Your Customer's Love in 2020.

### 1. First thing's first – take some time to reflect on last year & the year to come...

- What is one thing you wish you knew earlier in 2019?
- What was your top performing strategy in 2019?
- What are your main priorities for 2020?
- What kinds of vendors are you looking to add to your mix in 2020?

### 2. Focus your efforts on video early!

If you have not started making video ads, you better get on it quick!

- Modern phones now come with high quality cameras that enable you to create impactful videos for your marketing campaigns.
- You can even invest in accessories like steadicams or gimbals to take your videos to the next level.
- Tons of resources exist for creating video out of still images. Many ad platforms can convert your image to video, or you can easily do it yourself.
- Feature your product in use so that viewers can see the value it provides and easily create a mental image of using it in their own lives.

### 3. Build customer connection with Brand Awareness.

"Familiarity with a brand influences a consumer's confidence toward the brand, which in turn affects intention to buy the same brand"

- [Journal of Business Research 2016](#)

Brand Awareness is key to fueling your business growth in 2020. Invest in building awareness assets & tactics to boost awareness for your brand & grow your brand equity.

### 4. Take advantage of seasonality efficiencies in Q1.

On average AdRoll saw CPMs for Brand Awareness decrease by 30% from December to January. Launch new year themed brand awareness tactics in January to take advantage of these efficiencies and reach new shoppers at the start of the new year.

### 5. Tailor your creative seasonally to drive strong engagement.

2020 is here and it's time to refresh your creative to stay top of mind for your customers. Leverage key dates in Q1 to stay seasonally relevant and drive post Holiday Sales.

Welcome in the New Year with some fresh new creative in early January and turn up the love for Valentine's Day in February.

### 6. Outline your year with actionable milestones.

Plan for holidays and key promotional dates early!

- Avoid missing out on key holidays or launching last minute, rushed campaigns by creating a seasonality calendar that highlights your busiest shopping days. Add important milestones to the calendar to remind yourself of key deadlines.
- Don't have a calendar template? Happy New Year, we created one for you [here!](#)

### 7. Keep a little change in your back pocket.

Remember that test you wanted to run last year or those Video ads you wanted to create but had no marketing budget left to do it?

This year, plan out your budget with flexibility to move for testing. That way, when a fab new product at AdRoll comes out to test, or you want to get glitzy new Video Ads made, you'll have the budget to do so.

Looking for a way to organize your budget? We created a planner for you [here](#).

### 8. Include a quarterly non-digital strategy.

Traditional non-digital strategies such as direct mail, events, billboards and tv are making a comeback in 2020. Successfully differentiate your brand this year by including a quarterly, non-digital strategy into your mix such as hosting an event for your customers, opening up a small pop-up store or running your first geo targeted billboard.

### 9. Build a community for your customers.

Social media groups, meet-ups, online forums — the world is looking for like-minded individuals they can trust. Create a brand your customers trust by building a strong community around your customers. Focus your efforts in better understanding what your customers are looking for and start building content around it!

[Take our word](#) for it – brands who show a commitment to their customers & build a strong community will see big payoffs in 2020.

### 10. Take your measurements seriously!

It's 2020, it's time you take your measurement seriously!

Take time to find a measurement solution that moves beyond click only measurement and provides you with a more holistic lens into the customer journey. Investing early next year in measurement will pay dividends for your time and resources.

## Bonus Item!

### 11. Keep a keen eye on privacy.

The New Year will mean stricter compliance as GDPR and CCPA regulations take effect. Onus is on the marketer to ensure the data being used and collected is compliant. Check in with your legal team to ensure your compliance banners and contractual terms and conditions are up to date.

Keep updated throughout the year on privacy updates by [bookmarking our blog](#).