



2020 Holiday Strategy Guide



Introduction

This holiday season will be unlike any other. COVID-19 continues to impact the economy, which will be precarious for the foreseeable future, and shopping behaviors. Most estimates, [according to TechCrunch](#), show that overall retail will decrease by 10.5% (\$571 Billion).

No matter how challenging these times might be, the holidays will still arrive on schedule, and people will still want to celebrate. And while foot traffic will be down this holiday season, eCommerce, [as TechCrunch reports](#), is expected to grow by 18% (\$108 Billion).

Marketers will need to be creative, strategic, and diligent to drive great results this holiday season. This guide will provide a framework to help you formulate your plan.



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