

HOLIDAY STORE PREP CHECKLIST

1. Evaluate your store

- Easy to Navigate
- Accurate Product Images & Info
- Update Checkout Page
- Quality Customer Service

2. Get in the Holiday Spirit

- Holiday Themed Graphics
- Add a Wishlist

3. Plan Your Promotions

- Offer Free Shipping
- Host Giveaways
- Create Reward or Loyalty Programs
- End with a Flash Sale

4. Advertise

- Plan Your Ad Target Dates
- Use at Least 1 Paid Ad

5. Send Out Reminders

- Post on Social Media
- Send out Emails
- Send out Text Messages
- Remind Customers of Order Deadlines

