

Holiday Prep Checklist

September: **Prep Work**

To do:	Notes:
<input type="checkbox"/> Plan your marketing campaigns	
<input type="checkbox"/> Decide what deals you're offering: <ul style="list-style-type: none"><input type="checkbox"/> % or \$ discount<input type="checkbox"/> free shipping<input type="checkbox"/> next-day shipping<input type="checkbox"/> flash sale<input type="checkbox"/> giveaway<input type="checkbox"/> contest<input type="checkbox"/> promo code<input type="checkbox"/> loyal customer discount<input type="checkbox"/> loyal customer pre-sale<input type="checkbox"/> extra loyalty credit	
<input type="checkbox"/> Review existing products: <ul style="list-style-type: none"><input type="checkbox"/> check product photos<input type="checkbox"/> proof-read descriptions<input type="checkbox"/> add size guides and care instructions	
<input type="checkbox"/> Introduce seasonal products	
<input type="checkbox"/> Decide what channels you'll use to market the deals: <ul style="list-style-type: none"><input type="checkbox"/> storefront<input type="checkbox"/> email<input type="checkbox"/> social media<input type="checkbox"/> blog<input type="checkbox"/> ads	
<input type="checkbox"/> Run store maintenance: <ul style="list-style-type: none"><input type="checkbox"/> check website speed<input type="checkbox"/> update sitemap<input type="checkbox"/> test your checkout page<input type="checkbox"/> check content readability<input type="checkbox"/> test contact and subscription forms<input type="checkbox"/> test other software you're using (pop-ups, cart recovery emails, etc.)	



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October: **Crunch Time**

To do:	Notes:
<input type="checkbox"/> Review and update your store policies: <ul style="list-style-type: none"><input type="checkbox"/> privacy<input type="checkbox"/> shipping<input type="checkbox"/> returns	
<input type="checkbox"/> Write copies for: <ul style="list-style-type: none"><input type="checkbox"/> email campaigns<input type="checkbox"/> social media posts<input type="checkbox"/> blog headers<input type="checkbox"/> store banners<input type="checkbox"/> pop-ups<input type="checkbox"/> ads	
<input type="checkbox"/> Prepare visuals for: <ul style="list-style-type: none"><input type="checkbox"/> email campaigns<input type="checkbox"/> social media posts<input type="checkbox"/> social media covers<input type="checkbox"/> blog headers<input type="checkbox"/> email headers<input type="checkbox"/> email content<input type="checkbox"/> store banners<input type="checkbox"/> pop-ups<input type="checkbox"/> ads	
<input type="checkbox"/> Announce order deadlines	
<input type="checkbox"/> Run store maintenance again: <ul style="list-style-type: none"><input type="checkbox"/> check website speed<input type="checkbox"/> update sitemap<input type="checkbox"/> test your checkout page<input type="checkbox"/> check content readability<input type="checkbox"/> test contact and subscription forms<input type="checkbox"/> test other software you're using (pop-ups, cart recovery emails, etc.)	



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November: **Go Time**

To do:	Notes:
<input type="checkbox"/> Welcome new customers: <ul style="list-style-type: none"><input type="checkbox"/> jazz up automated welcome emails<input type="checkbox"/> write or update your About Us page<input type="checkbox"/> introduce yourself or/and share your store's story on social media	
<input type="checkbox"/> Schedule: <ul style="list-style-type: none"><input type="checkbox"/> holiday email campaigns<input type="checkbox"/> repromo email campaigns<input type="checkbox"/> holiday social media posts<input type="checkbox"/> order deadline reminder emails	
<input type="checkbox"/> Stay up to date with comments on your social media posts	
<input type="checkbox"/> Keep track of orders and customer inquiries	

 **Done!**

