



## 2021 HOLIDAY CHECKLIST

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### 5 THINGS YOU *HAVE* TO DO

- Tell everyone about [FREE SHIPPING](#).
- Plan promotions and sales in advance, or opt into [Managed Pricing](#).
- Update your product lineup for the season.
- Schedule promotional social-media posts for the holidays.
- Share the holiday shipping deadlines with your customers.

### 5 THINGS YOU *COULD* DO

- Order samples from your shop for promotional photos.
- Snap holiday-centric lifestyle photography for your homepage and social media.
- Create an interactive social media post.
- Send an email newsletter.
- Add a limited-time design.

### 5 THINGS YOU *SHOULD* DO

- Add [Threadless Causes](#) designs.
- Switch up your shop banner.
- Set up your [About page](#).
- Create a [Gift Guide Collection](#).
- Post shop updates on social media.

### 5 THINGS TO DRIVE TRAFFIC

- Add new designs as often as possible.
- Launch a Facebook ad campaign.
- Run a social-media giveaway.
- Share works-in-progress on social, then link to your shop to reveal the final product.
- Reach out to an influencer for a potential shout out.

**[LEARN MORE ABOUT HOLIDAY PROMOTION AT CREATIVE RESOURCES](#)**