



2021 HOLIDAY CHECKLIST

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.