

# Artist Shops

## 2025 HOLIDAY CHECKLIST

### 5 THINGS YOU MUST DO

- Refresh your product lineup for the holiday season.
- Opt into managed pricing (or plan your sales in advance).
- Create and schedule promotional posts through December.
- Promote Discounted Shipping.
- Share holiday shipping deadlines.

### 5 THINGS YOU COULD DO

- Order product samples for showcasing.
- Snap lifestyle photos for your homepage and social media.
- Give your shop banner a seasonal makeover.
- Post interactive social media content.
- Unveil a limited-time design to your shop.

### 5 THINGS YOU SHOULD DO

- Opt into managed email to keep customers engaged with your shop.
- Add Threadless Causes designs.
- Set up an engaging About Page.
- Spotlight Gift Cards and Promo Codes.
- Curate themed Gift Guides.

### 5 WAYS TO BOOST TRAFFIC

- Add new designs as often as possible.
- Make a "link in bio" landing page.
- Run a social-media giveaway.
- Share works-in-progress to build anticipation for new designs.
- Reach out to a social media influencer for a potential shout out.

**VISIT [CREATIVE RESOURCES](#) FOR A MORE DETAILED BREAKDOWN OF THE HOLIDAY CHECKLIST**