Holiday Selling Checklist

Early November

- ☐ Add 3-6 holiday products and designs.
- ☐ Order samples for marketing content.
- ☐ Refresh product titles, descriptions, and tags.
- ☐ Feature holiday-ready products on your homepage.

1–2 Weeks Before Black Friday

- ☐ Announce upcoming promotions to your audience.
- ☐ Share product previews and countdowns.
- ☐ Update your shop banner with seasonal messaging.
- ☐ Promote personalised gifts and market the Customise Tool.

27-30 November

- ☐ Share promotional reminders.
- ☐ Pin your shop link on social channels.
- ☐ Remind shoppers about holiday ordering deadlines.

Early December

- ☐ Continue promoting gift-worthy products and winter designs.
- ☐ Highlight best-sellers and remaining promotions.
- ☐ Remind shoppers about ordering deadlines to receive gifts.