



What You Get

- **Why Black Friday/Cyber weekend is a big deal for your merch shop**
- **A marketing checklist to plan your promotional content**
- **How to prep your shop with seasonal designs and products**
- **How to market your merch to generate optimal engagement and create anticipation**
- **FREE, downloadable templates for socials and banners for your shop**



Why it Matters



Black Friday and Cyber Monday are big shopping days, especially for small shops like you.

It's a winning combo of **buyer intent**, **seasonal urgency**, and **social buzz**.

Many POD sellers
see up to
3x higher
conversion rates on
Black Friday/Cyber
Monday weekend.

and the days that follow...



Marketing Checklist



4-6 Weeks Before

Design/refresh 5-10 holiday-themed products

Order product samples for social photos/videos

Upload new listings early so they're indexed in search, add keywords

print out
and
check off
as you go!

2-3 Weeks Before

Announce your upcoming sale/promo offer to followers

Post sneak peeks, countdowns, design reveals across channels

Add a new banner to your shop, share templates and product mockups

Black Friday/Cyber Monday Weekend

Post daily reminders and short video promos

Pin your best sellers and shop links in bios for easy access

Prep Your Shop



A key part of a successful marketing strategy: Planning early.

That includes adding designs, seasonal products and updating your home page.



When to Add Designs

It's best to start working on and adding new designs at least **4 weeks out**.

Our Design Tips

- Research gifting trends on marketplaces, like Etsy.
- Put a holiday spin on some of your best-sellers/favorite designs.
- Ask your audience for what trends they're loving right now.

Making Designs

What Sells

Christmas sweater motifs

Santa and holiday puns

Timeless designs, modern twist

Personalized: Baby's 1st Christmas



Seasonal Spin

Give old designs the holiday treatment.

Like Mila the Chi did with a Santa hat & bow.

Cute and Classic

Stick with what works.

Use iconic imagery, and even better: speak to your niche.

FREE Designs



We've created a pack of **FREE designs** just for you.
Customize seasonal favorites and cozy classics with one click.

DOWNLOAD NOW



Organize Designs by Theme/Topic

WATCH THE TUTORIAL

how to

**MAKE TOPICS
IN YOUR SHOP**

ADD PRODUCTS



Best-Selling Seasonal Products



**Oversized Hooded
Sweatshirt**



**Plaid
Christmas Stocking**



**Bella + Canvas
Unisex Full Zip Hoodie**



Camper Mug



Teddy Bear



**Stanley/Stella Blaster
Oversized T-Shirt**



**Fine Rib
Knit Beanie**



**Bella + Canvas
Unisex Joggers**

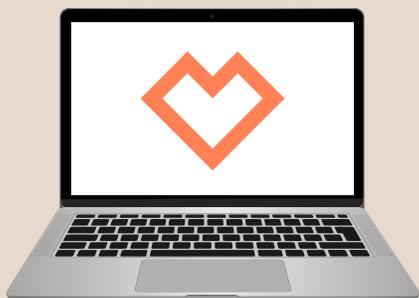
Promote Your Merch



Use Your Merch

- Customers want to see what your merch looks like in real life.
- It feels more authentic, relatable
- UGC content can boost conversions by **20–30%** or more compared to stock visuals

HOW TO ORDER SAMPLES



Login to your Spreadshop

Click your shop name, select "order product samples"



Add to Cart

Add items to cart, choose a variety of products



Place Your Order

Buy your samples at their base price

Special Promos



Black Friday weekend

NOV. 28 – 30

30% off orders \$70+

Cyber Monday

DEC. 1

30% off orders \$70+

Cyber Week

DEC. 2 – 7

20% off all orders

WHY PROMOS MATTER

MOVES MORE PRODUCTS



GREAT FOR GIFTING



BUYERS EXPECT DEALS



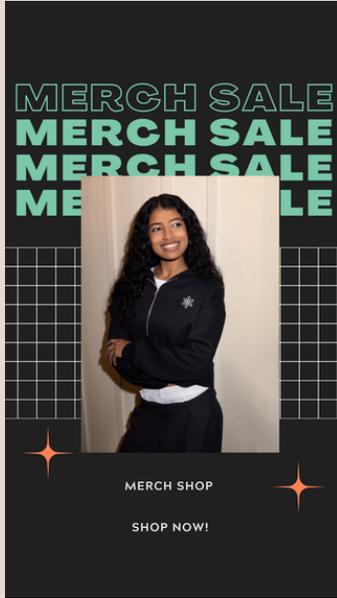
Your Promo Guide

- Time campaigns for maximum sales
- How shop owners use them to sell
- How promotions affect your margins
- What to do when the campaign is over

DOWNLOAD NOW



Black Friday, Cyber Monday Templates



**DOWNLOAD +
CUSTOMIZE**

Black Friday, Cyber Monday Banners



**DOWNLOAD +
CUSTOMIZE**

Cyber Week Templates



**DOWNLOAD +
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Cyber Week Banners



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