



Last-Minute Checklist to *Boost Your Sales* for the Holidays



- Inventory Check:** Ensure your most popular items are well-stocked for the holiday rush.
- Highlight Special Offers:** Feature last-minute December deals or discounts prominently on your website and social media platforms.
- Promote Gift Cards:** As we move closer to the holidays, promote gift cards. They are excellent for those unsure of what to buy or for last-minute shoppers.
- Expedited Shipping & In-Store Pickup:** Offer expedited shipping options for online shoppers. If you have a physical store, consider promoting in-store pickup as well.
- Holiday Email Campaigns:** Send out emails to your subscribers highlighting your holiday deals, unique products, or shipping deadlines.
- Social Media Ads:** Boost your social media posts and consider implementing strategic paid advertising for better reach.
- Retargeting Campaigns:** Implement retargeting campaigns focused on those customers who showed interest or abandoned their shopping carts during the Black Friday sales.
- Optimize for Mobile:** With many shoppers making purchases from their mobile devices, ensure your website and checkout process are mobile-friendly.
- Extended Customer Support:** Anticipate a higher volume of customer inquiries and potential issues. Consider extending your customer service hours.
- Plan Post-Holiday Engagement:** Start thinking about your post-holiday strategy to keep the momentum going. Plan a thank you email or a special early January deal to re-engage customers.