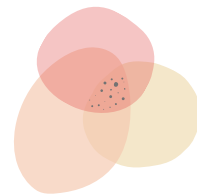




NOVEMBER



the
creative
retailer

**MARKETING AND
HOLIDAY PREP
PLANNER
2024**

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NOVEMBER

With Halloween behind us, the holidays are officially here! All your prep work will make the next two months roll smoothly. (Well, a lot smoother than if you had waited to prep!)

This is
THE
month
to prepare!

Studio

- Decorate the studio
- Decorate the outside of the studio
- Thanksgiving and Christmas displays: seasonal, classes and events

Website

- Kids events + classes: all added with photos/sign-ups through the end of the year
- Adult events + classes: all added with photos/sign-ups through the end of the year
- Photos of your decorated studio and holiday pieces
- Holiday hours and important reminders on your homepage



Order early to ensure everything arrives on time

- Holiday/seasonal bisque
-

- Glass, wood bases, canvases, mosaics, etc: all supplies for walk-ins
-

- All supplies for classes
-

- All supplies for events
-

- Studio supplies: paint, glaze, brushes, sponges, etc
-

- Extra elements**
- Extra thermocouples**
- Stilts (most popular sizes)**
- Witness cones**
- Kiln shelves**
- Fan cleaned?**
- Kiln vacuumed?



Marketing

- Social media: take a morning and schedule Nov's posts
- Social media: your hours are edited to reflect the holidays**
- Review email stats with staff from Oct. Are your opens above 20%? Did you sell seats to an event or class as a result of an email? Celebrate achievements!
- Emails: schedule to send around the 1st and 15th; highlight the month's events, classes (with sign-up links) and new seasonal inventory and samples
- Google reviews: keep asking for reviews from happy customers

TIP: A busy studio is awesome! Snacks and drinks for your staff late Nov through Dec (or just weekends) can help with an energy boost. You don't want "hangry" workers!

