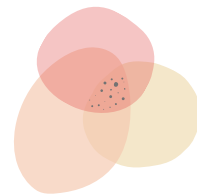




DECEMBER



the
creative
retailer

**MARKETING AND
HOLIDAY PREP
PLANNER
2024**

Hillary Mathewson
704-619-2489

www.TheCreativeRetailer.com
Hillary@TheCreativeRetailer.com

This is THE month to be in the studio, working closely with your customers and staff.

Situations WILL arise. It is not the downfall of civilization.

YOU GOT THIS.

DECEMBER

And just like that, it's December. LET'S DO IT!

Website

- Updated holiday hours and important reminders are on your homepage
- Updated pick-up information (and a pick-up countdown to 12/24)

Marketing

- Social media: take a morning and schedule Dec's posts
- Emails: schedule to send around the 1st and 12-15th (depending on cut-off); highlight URGENCY in getting in early as firing times may increase. Be very clear with your Christmas painting and cut-off schedule (and shipping, if applicable)
- Google reviews: keep asking for reviews from happy customers! With a QR code posted at your POS, customers can link to it and give you 5 stars as you check them out!

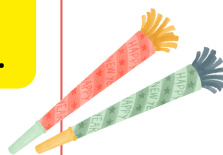


Take time for YOU

Whether it's your first Christmas, tenth or twentieth, every year brings its own challenges and stresses. It can seem impossible to make the time to hit the gym, take a walk, meet a friend for coffee - even decorate your own home! - but you MUST plan a few activities to separate yourself from your studio.

Make time to decompress, shake off the holiday frenzy and have a few moments of clarity. This will serve as is a major reset button.

Lastly, find moments of LAUGHTER. They're healing - and it's serves you better than screaming :)



JANUARY, 2025

- Update your homepage: take off holiday info and update hours
- Update your social pages with your hours
- Review emails: remember writing down how many email subscribers you had as of 8/1? How are you looking now? What worked well for adding customers? Keep up with emails going out twice a month!

It's going to be a GREAT year - and I'm in it with you!

What are your plans for January?
