

Christmas checklist

Tips, tactics and tools to help develop your gift sales.



YOUR OWN WEBSITE



- ☐ Feature gifts on your website home page, main menu and outlets pages
- ☐ Have a 'buy as a gift' call to action
- ☐ Audit links to ensure they are pointing to the right place
- ☐ Pop-up window promoting your gifts

YOUR GIFT SHOP



- ☐ Create gift vouchers with a festive twist in the name
- ☐ Prices up to date
- ☐ Christmas images
- ☐ Christmas category, image carousel & menu filter

CAMPAIGN



- ☐ Frequent emails, social media posts & ads
- ☐ Share special experiences with your press contacts
- ☐ Inspire your corporate clients
- ☐ Update buyers database with all opted in buyers to help increase your email campaign distribution
- ☐ Add a gift section in all emails, including transactional emails
- ☐ Christmas campaign page with featured gifts.

IN-HOUSE



- ☐ Pop up shop in lobby
- ☐ Gift stationery on display
- ☐ Mention on all collateral
- ☐ Incentivise staff & sales teams to promote and sell gifts

SOCIAL MEDIA



- ☐ Frequent social media posts, with examples of your gift experiences
- ☐ Share images of your gift stationery
- ☐ Always include a link to your gift shop and/or directly to the gift category /gift