


# Christmas Checklist

Every year the big platforms send out a holiday checklist of hints, tips and must-dos. I reviewed the lists from Yumbles, TikTok, Pinterest, Instagram, Etsy, Wordpress and Ebay. Combined, this is my essential checklist. Everything else is optional, but these items have to get ticked and the sooner the better:

## Your Website plus Selling Platforms, e.g. Etsy, Yumbles, Ebay

- Review listings
  - Popular keywords in titles and descriptions
  - Enticing descriptions - make each product sound like your favourite
  - Include key info or frequently asked questions - like is the shelf life after Christmas? Is the invoice included in gifts?
  - Ingredients are up to date and allergens highlighted
  - Gift message option - a big seller if you can include it
  - Add a video to listings - upload it to YouTube and copy and paste their embed code into your website description
- Review product photographs
  - Can you reshoot some or all products to make them look Christmassy?
    - See my video on how to make a cheap Christmas photoshoot with a phone and a few decorations you might have around the house:  
<https://youtu.be/3UYvlnxAMPo?si=g0apwChWdGLonH-f>
- Check your inventory levels
- Update/add a last shipping date notice 
- Check your delivery providers last shipping dates
- Offer tracked and faster shipping for panic shoppers
- Add shop closed notice for your upcoming holidays
- Decorate your website to make it feel Christmassy with festive graphics
- Check product sales are being tracked in your analytics
- Be 100% sure your website works on a mobile device

- Be ready for Singles Day - Sat 11th Nov
- Be ready for Black Friday / Cyber Monday weekend - 24th-27th Nov.  
Peak sales time is 10am.
- Have vouchers available for late buyers - Christmas Eve is a surprisingly busy buying day 🎅
- Test your website ahead of time with a Flash Sale
- Ensure Returns Policy is clear
- Ensure Delivery instructions are clear - where you ship, how much it costs

## Social Media

- Go live on Instagram, TikTok and Facebook to promote your Christmas listings and highlight gift options
- Promote offers, event sales and fast shipping ahead of big days and last shipping dates
- Promote gift bundles and customisation options - even if it's just a sticker with a message in the box 📦
- Promote joining your mailing list for special offers
- Use trending hashtags

## Email

- Make special offers and coupons for email subscribers (they're your highest value clients)
- Queue up promotional emails for throughout the Christmas period and big sales events (if you get big sales after the first one, you won't have time to write the second one)
- Set up a cart abandonment email - this can recapture a huge percentage of sales 🛒
- Ask your previous customers for reviews - literally just ask them. This boosts sales and gives people confidence you'll deliver

With that out of the way, you can get back to doing what you love, Baking! Have a brilliant holiday, take a well deserved break over Christmas and share your bakes on my social channels. Links are on the website. Mike