OCTOBER

the creative retailer

MARKETING AND HOLIDAY PREP PLANNER
AUG - DEC, 2024

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OCTOBER

Finish samples and plan displays for events, classes and general seasonal decor.

Take down your summer camp pages on your site

Class not ready to promote yet? Have a **"coming soon"** page

Halloween is important - get all that inventory SOLD! - but it's also time to plan the seeds for holiday gifts with your marketing ***(don't wait to create!)***

Suppliers will sell out of popular pieces - get those orders in!

Haven't sent an email in while? **DO IT IN OCTOBER.** Feature new holiday inventory and gift ideas - and encourage visiting soon for best selection

Website

❑ Kids events: all added with photos and sign-ups through early to mid-Nov

❑ Kids classes: all added with photos and sign-ups through early to mid-Nov

❑ Adult events: all added with photos and sign-ups through early to mid-Nov

❑ Adult classes: all added with photos and sign-ups through early to mid-Nov

❑ Homepage: updated with hours, photos, social links, email sign-up

❑ Gift card sales: up and running, include cutoff date for mailing gift cards

❑ Summer camp pages: "Thank you for a great 2024!" with pics; no sign-ups or outdated info

Marketing

❑ Social media: take a morning and schedule Oct's posts

❑ Review email stats with staff from Sept. Are your opens above 20%? Clicks more than 5%? Did you sell seats to an event or class as a result of an email? Celebrate achievements with your staff, showing them that this small ask translates to sales

❑ 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

❑ Signage: be sure you have a QR code for either Google reviews or email sign-ups (or BOTH!) in your bathroom. People bring in their phone and you have a captive audience ...

Getting the studio ready: decorations

Buy

❑ _____

❑ _____

❑ _____

Do

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

Order early

❑ Merchandise bags

❑ Wrap for sending pieces home

❑ Table coverings/large rolls of paper

❑ Credit card paper

❑ POS printer paper

❑ Fliers/brochures

❑ Bag stuffers

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

❑ _____

TIP**: Bisque suppliers and distributors - and many other suppliers - WILL run out of popular items. Shipping takes longer. Carriers delivering your orders are managing a massively increased volume. **Do not wait until late Nov to buy for last-minute painters and to fill your empty shelves!