AUGUST

the creative retailer

MARKETING AND HOLIDAY PREP PLANNER
AUG - DEC, 2024

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AUGUST

Start planning seasonal events and classes. You don't need to reinvent the wheel: **host more events like the ones you've had success with** *(think Christmas, winter or movie themes)*

As the studio settles down a bit when school goes back, Aug and Sept are the perfect time to brainstorm and start planning holiday events and classes.

Events for Halloween, Thanksgiving, Hannukah, Christmas and Kwanza
Adults: ladies nights, themed holiday events
Kids: gift-making, kids nights, themed holiday events
Family: Santa visit, story time (perfect for every holiday/seasonal), ornament painting

Hosting an **event with Santa**? Book him NOW
Date of Santa event
Date Santa was booked (prepaid?)
Other info for event

Classes: October - December; theme, date, kids/adults

Put together a flier drop it off with a sample handprint plate at a local preschool (**where do your customers send their kids?!**)

Mobile outings: plan your offsite offerings and get ready to promote them in Sept and Oct
Adults: team building, office parties, church groups, ladies groups

Kids: church programs, daycares and private schools (mobile field trip: put a handprint on a plate - perfect for babies! - or the children paint their own pieces, like ornaments, a mug or a plate)

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Now is the time for Operation Email Sign-Ups! Email is highly converting. Having an email list is good, but **adding new customers to it every month is MONEY**. Collect emails in your POS (upload regularly to your email platform). Give those first-time lookers and window-shoppers a direct link to sign up on their phone with a QR code.

Sending one email a month is better than none; **keep it simple** and include three to four updates with links

For your staff: at your POS, post the top three reasons a customer wants to be on your email list (aka their "script" when promoting)
1 - events sell out quickly, be the first to know!
2 - new inventory can sell out fast
3 - offers and specials

TIP: *write down how many email subscribers you have as of 8/1 to track progress*

Need help?
I can make a QR code for you!

SANTA EVENT - IDEAS AND PLANNING

- have Santa put his hand on the plates before the event, and then he's at the table as you help the children put their handprint next to his. Of course, it doesn't even have to be HIS hand, any large hand will do, so that the plates are ready as soon as Santa arrives at your studio. To make it more engaging and "interactive", Santa can sign his handprint after the child puts theirs on the plate.

- staff wears elves hats and serves as helpers. Make sure they all have tasks to tend to during the event

- be sure someone takes a group picture of Santa, you and your staff

- while Santa's there, definitely get pictures of him "unloading" your kiln. It makes for GREAT social media posts!

- either just photo ops with Santa while the child gets their hand painted, and/or have a festive area with a chair for pics with Santa (make it in a spot that is recognizable in the photos as your studio with signage, etc.)

- email photos to families after the event (or have a printed copy with their finished pieces). Parents will be taking their own photos, too, but invite them to stand with the child/children so they get a family picture

- serve light holiday snacks

- Santa wanders the studio as everyone is painting (if Santa doesn't bring small candy canes to hand out, you may want to provide them for him to hand out)

- package price: plate (with custom lettering/design) plus one or two ornaments = $ _____ (and then each additional ornament is $ _____). Chances are pretty good that they will paint another piece off your shelves as well

- or keep it simple: no painting, just a handprint and photo; schedule visits every 10-15 minutes (of course, they can stay to paint, too!)

- number in reservation: be very clear about space. Reservations are for a max of ____ adults (or ___ people per reservation). Think birthday parties and the extended family members who show up ... grandparents, aunts, uncles, neighbors ...

- this is a lot of work to put together and you will need several staff - do not undercharge (Mrs. Claus? Not a bad idea, but the price goes up)

- promote that space is VERY limited. Usually these sell out pretty quickly, so have a wait list, too. Be clear about cancellations and no-shows: they'll get their purchase as a studio credit, no refunds

- have Santa wrap up precisely at the end of the event to prevent it from going on forever and disrupting traffic trying to get into your studio. Maybe start the event an hour before you open on a Sat? (Depending on what time you open, even two hours before)

- studios are so busy on the weekends in Nov/Dec, scheduling your event earlier in the holiday season would be better: typically the event is on a weekend and you don't want to disrupt walk-in traffic AND this gives you the opportunity to get them back in your studio to paint gifts. When they pick up their event pieces, package them extra special as gifts from Santa/your studio with a bounce-back offer to make more gifts (or promote parties)

- pet event: paw prints on an ornament and photos with Santa. If you can work out a package price, schedule a separate event for pets! (Or only host a pet event: it's logistically easier and you can make the same, if not more, money from the event)

- **whether it's for human kids or pet kids, be sure to get your Santa booked early, samples made, a display up and push urgency in booking**