



A BUSINESS GUIDE TO **HOLIDAY PREP**

IN DOWNTOWN MARIETTA, OH



Community Center
740.350.0550

Floral Arrangements for Any Occasion
740.350.0550

2021

1

CHECKLIST: IS YOUR BUSINESS READY FOR THE HOLIDAYS?

Regardless of what type of business you own, you can use this checklist as a guide for your holiday preparations and ensure a successful holiday season!

MOOD AND ATMOSPHERE

- Product Displays:** Are you properly and prominently featuring seasonal products, services, & gifts? Is it easy for customers to find holiday-themed products?
- Decorations:** Could you add decorative pieces inside & outside your business to celebrate the season, on walls, furniture, displays, windows, etc.?
- Lights:** Would adding a string of lights bring your holiday decorations to life?
- Overhead Music:** Are you providing the full experience by playing themed overhead music? Are you providing variety so that overhead music won't drive your staff crazy during the season?
- Window Displays:** Have you decorated your window displays to match the season? Are you using your displays to promote products that will sell well during the holidays?
- Staff Attire:** Have you spruced up your staff's attire so that they look more festive and fun? Could you add a necklace, pin, or hat to infuse their outfits with more holiday spirit?
- Scents:** Could you use holiday aromas to fill your business with warm and rich seasonal scents?
- Holiday Inclusivity:** Are you representing a variety of holidays in the season? Do you have decorations that represent Christmas, Hanukkah, and Kwanzaa, etc?



1

CHECKLIST: IS YOUR BUSINESS READY FOR THE HOLIDAYS?

PROMOTIONS AND MARKETING

- Website:** Does your website highlight your holiday specials? Are your holiday hours prominently posted? Does your website direct folks to spend their money with your business?
- Blog:** If you have an active blog, do you have holiday posts created and scheduled to post?
- Email:** Do your upcoming email campaigns include holiday promotions and events?
- Social Media:** Are your holiday posts scheduled out? Have you changed your feature photos to seasonal images or graphics that highlight your holiday promotions? Have you updated your business hours on social media? Are special events included in your Event Feed on Facebook?
- In-Business Signs:** Have you styled your in-business signs? Does your content feature holiday specials and promotions? Do you have a plan to display interior signage effectively?
- Advertisements:** Have you sent all of your holiday ads to print and radio advertisers? Are your online ads holiday related? Do you know yet what special promotions and offers you'll have?
- On-Hold Messaging:** Have you updated your hold message to include holiday greetings? Does your holiday on-hold message include your seasonal hours and mention your promotions?



1 CHECKLIST CONT.

STAFF AND OPERATIONS

- Hours & Schedule:** Have you adjusted your hours for the holidays? Have you properly notified staff and customers of the change?
- Staff:** Do you have enough staff to provide the help you need? Do you need to add hours to staff schedules? Do you need to hire and train additional help?
- Inventory:** Do you have enough inventory to cover the holiday rush? Does your inventory match the sales of last year? Do you have a plan for what to do if you run out of a product?
- Gift Cards:** Are you prepared to sell more gift cards than usual? Do you have extra stock of cards? Is your staff trained to sell gift cards and certificates? Are they trained to redeem them?
- Emergency Situations:** Have you run through retail emergency situations -- like how to change receipt paper rolls, where to get change, where to get extra bags, what to do if an employee doesn't show up -- with your entire staff?
- Check-Out Lines:** Do you have a plan for managing long check-out lines? Do you have a way to set up extra check-out lines or mobile check-outs if lines become too long?
- Wrapping and Boxes:** Are you offering special holiday packaging, boxes, bags, or gift wrapping? Are you stocked with enough?
- Giving Back:** Is your business focused on philanthropy for the holidays? Are you promoting your cause throughout your business and allowing customers and/or clients a way to give back through your organization? Fun Fact: Marietta Main Street is a 501c3 nonprofit, charitable organization!



1

CHECKLIST CONT.

MAINTENANCE & CARE

- Data & Metrics:** Do you know what stats you need to track to monitor the growth of your business? Foot traffic? Average sales per transaction? Conversion rate? Peak revenue days and hours? Are you prepared to track these stats during high traffic? How will you know you are successful?
- Customer & Client Loyalty:** How do you plan to deepen your relationship with existing customers and clients during the holiday season? How can you show loyal customers they're appreciated?
- Strategic Goals & Actions:** Do you have specific goals or benchmarks you'd like to achieve this holiday season? Have you communicated those to staff? How will you achieve those goals?
- First-Time Customers & Clients:** How will you turn a first-time customer or client into a loyal one? What information do you need from first-timers to keep them connected to your business?
- Storefront & Facade Decor:** What is your daily, weekly, and monthly storefront and facade care plan? Do you need to wash windows? Setup sidewalk signs? Sweep sidewalks? Clean trash?
- Merchandising:** How do you plan to update product and service displays for the season? What inventory needs to be upfront and what inventory do you need to group with others?
- Community & Relationships:** How do you plan to work in partnership with fellow business owners this holiday season? Can you coordinate promotions? Can you participate in similar events?

