



HOLIDAY CHECKLIST

TO HELP YOUR BUSINESS
RUN SMOOTHER



Here is a list of ways to help you get your business ready for the holiday season. Tick them all off and then go and enjoy a well-earned cocktail by the pool!

MARKETING

- ☐ Plan your holiday promotion

CREATE GRAPHICS

- ☐ Opening hours (if different to usual)
- ☐ Closure dates
- ☐ Promotion of products or services
- ☐ Holiday greetings – Merry Christmas, Happy New Year, Australia Day

WEBSITE

- ☐ Update opening hours / closure dates
- ☐ Create a lightbox for delivery cutoff times or promotions

EMAIL MARKETING

- ☐ Create and schedule your next two emails
- ☐ Check your welcome series

FACEBOOK / SOCIAL MEDIA

- ☐ Fill out your content calendar
- ☐ Schedule your content for December and January
- ☐ Update your banner with a holiday season message / important dates
- ☐ Turn messenger to 'away'

ADMINISTRATION

- ☐ Create and turn on an out of office message
- ☐ Check in with team members regarding holidays/availability



@MELDBUSINESS