

# 2022 Holiday Guide

## Develop holiday-themed graphics

Seasonal graphics can help spread holiday cheer, prompting customers to spend a little more freely. Remember that designing marketing collateral takes time, especially if you're outsourcing to a third-party designer. Don't put it off until the last minute.

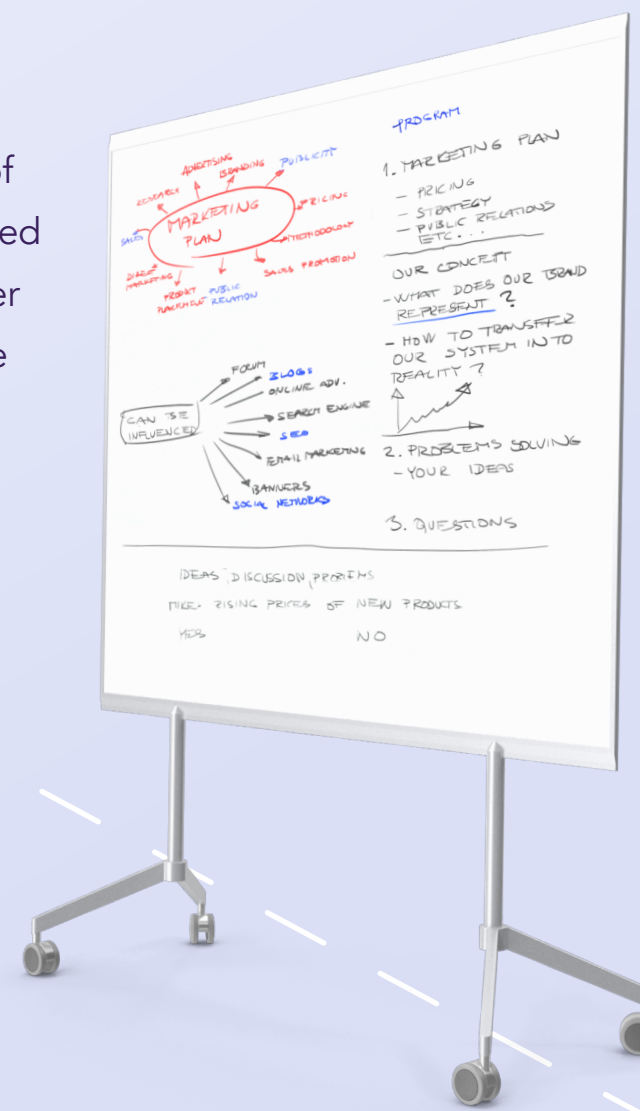


## Test your print-on-demand website

Take some time to verify that you have clear calls to action in place, that your website loads quickly, that all of the links work, and that the site looks good across all browser and device types.

## Formulate a plan

What are your goals for holiday 2022? What types of product promos, discounts, and specials will you need in order to reach those goals? If you're going to offer significant savings, or roll out seasonal products, the time to prepare is now!



## Plan for gift cards and holiday bundles



Consider bundling complementary products into gift sets with promotional pricing for customers who prefer to buy sets of items over individual products.



## Choose items to highlight

Review previous sales data to figure out which items were the most popular with holiday shoppers. Alternatively, you can plan on highlighting new or seasonally specific items, including products with festive decorations or messaging.

## Create gift guides

A gift guide may be a blog post or infographic, but the important thing is to highlight a group of products that are similar in terms of style, function, or price point.

## Hire seasonal employees

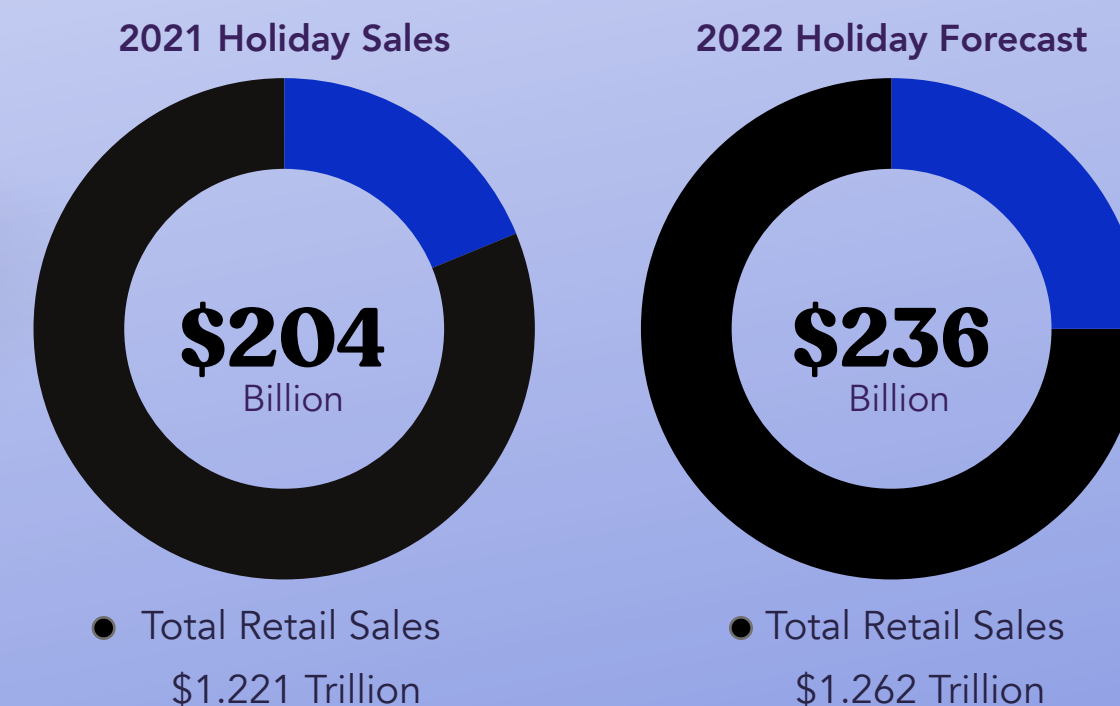
Hire seasonal or temporary employees to properly position your print-on-demand business to execute its goals.



## Develop a robust holiday marketing strategy

You can't just assume that holiday shoppers will flock to your print-on-demand store, nor that your business will outshine the competition. Instead, boost brand awareness and draw in qualified leads by creating a sound marketing plan.

## eCommerce Sales



\*Source: eMarketer, US Holiday Season Retail Sales