Holiday prep checklist for studio teams

Campaigns

Bulk attach prepared holiday campaigns

- ☐ **Thanksgiving Promo** (Nov. 25–27): 15% off all orders
- ☐ **Black Friday/Cyber Monday** (Nov. 28–Dec. 1): 20% off all orders
- ☐ **Small Business Saturday** (Nov. 29): 20% off all orders
- ☐ **Cyber Week** (Dec. 2- Dec. 8): Free shipping
- ☐ **Last-Minute Gift** (Dec. 15–19): Digital download highlight
- ☐ **New Year Promo** (Jan. 1–5): $26 off orders $80+

Deadlines

- ☐ Print delivery: Check with your lab to determine their print cut-off date
- ☐ Contact your MS team to schedule a Christmas delivery deadline email

Reminders

- ☐ Ensure initial campaigns are live
  Use email + SMS for best results

Keep momentum

- ☐ Run New Year promo (Jan 1–5)
- ☐ Review performance with your MS team

Storefront

- ☐ Feature seasonal prints & gift items
- ☐ Highlight digital downloads
- ☐ Confirm pricing & mobile checkout
- ☐ Use new shop features like promotional badges, banners and cross-out pricing

Workflow

- ☐ Check jobs, labs & fulfillment settings
- ☐ Verify campaigns attached to all jobs
- ☐ Monitor real-time sales & participation

Questions?

Reach out to your Marketing Strategist
or email studiomarketing@captura.io

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Make more