

Holiday 2019 Checklist

OPERATIONAL

Are your goals measurable and specific?
Realistically, how much can you afford to sell?

- ☐ Audit your profit margins and any profit/loss statements
- ☐ Determine how much inventory you can afford to order
- ☐ Finalize sourcing for Dec. (or Jan.) boxes
- ☐ Order custom packaging as needed
- ☐ Schedule and execute photoshoot with professional photographer

UPDATE YOUR LISTING

To review what the marketing team looks for when selecting sellers to include, click here to review our checklist for getting featured:

- ☐ Add a Current Box -- and keep it updated through December
- ☐ Update your slideshow images: 8-12 hi-res, clear, & well-lit photos
- ☐ Add Past Boxes: the 3 most recent
- ☐ Update your shipping info with order-by deadline to be delivered by 12/24

RESOURCE LINKS

- [Getting Featured on Cratejoy: A Checklist](#)
- [Preparing Your Listing for Holiday Success](#)

SOCIAL MEDIA ADS

Decide on budget, runtime, and cadence for each. Do you want to target a cold audience? Retarget existing audiences? What copy (caption) and imagery has worked for you in the past?

Focus on your best 1-2 channels. If applicable, set up Pinterest first -- their users plan further in advance.

- ☐ Facebook: Sponsored Ads
- ☐ Facebook: Boosted posts
- ☐ Instagram: Native ads, Stories ads
- ☐ Instagram: Promoted posts
- ☐ Pinterest: Promoted Pins
- ☐ Twitter: Ads
- ☐ Other:

SOCIAL MEDIA POSTS

Decide imagery, copy, and cadence for posts, then batch-schedule them ahead of time in a scheduling tool.

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|------------------------------------|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> YouTube unboxings |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Other: |

- [Forecasting for Subscription Boxes](#)
- [Marketing for Subscription Boxes](#)