



HOLIDAY CAMPAIGN PLANNING CHECKLIST

Tackle the items on this checklist before you start building your holiday campaign in ShootProof.

DEFINE YOUR GOALS

Why run a holiday campaign? What do you want to accomplish? Your answer should drive your actions.

IDENTIFY YOUR AUDIENCE

Who do you need to talk to in order to reach your goal? This may include current, past, and/or new clients.

GIVE THEM SOMETHING TO BE EXCITED ABOUT

Leverage urgency, exclusivity, and/or newness to excite your audience or make them feel like they're getting something extra:

- Flash sale or limited-time-only discount
- Early-access savings
- Temporarily reactivating galleries
- A new, giftable item (like acrylic blocks, coming soon!)
- Packages and/or referral bonuses

DECIDE WHAT YOU'LL OFFER

A flash sale or BOGO discount offering a free holiday-related product with the purchase of a bigger-ticket item can help convince clients to shop with you, and do it now.



Leverage buying psychology and the "center stage effect" by creating three packages. The human brain is biased toward the center, so be sure your middle package is an easy "YES!" (and highly profitable).

IDENTIFY YOUR CAMPAIGN TOUCHPOINTS

Outline the places where you'll talk about your holiday offer. These might include:

- Social media
- Client texts and emails
- ShootProof Galleries
- Gallery Intro Message
- Marketing Banner
- Dedicated email campaign (Check out the new [Holiday Sale Email Campaign in ShootProof!](#))

START TALKING ABOUT YOUR HOLIDAY OFFER ASAP

According to our lab partners, there's no such thing as "too early" for holiday campaigns.

"This season, maybe more than ever before, businesses across industries will compete for the same consumer dollars. If photographers aren't actively messaging clients to activate them for the holidays, they risk losing sales to other types of gifts.

- Paul Rotter, Director of Marketing for Miller's Professional Imaging

BONUS POINTS IF YOU ALSO:

Review and update product images, descriptions, and prices on Price Sheets, ensuring your profit margins are where you want them.



RUNNING A HOLIDAY CAMPAIGN IN SHOOTPROOF

Answer each question and tackle the corresponding action items below to launch your own holiday campaign using ShootProof.

