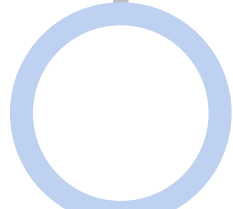


2018 Holiday Retail Checklist



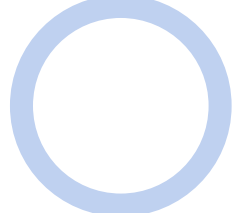
MARKETING STRATEGY



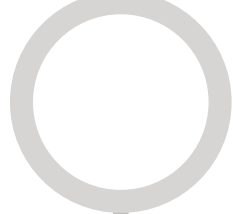
Plan promotions and extended hours for high-traffic days.



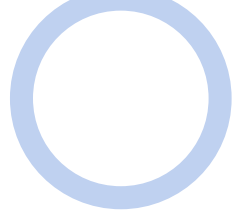
Increase your basket size by merchandising related items together.



Create a contingency plan for out-of-stock situations.



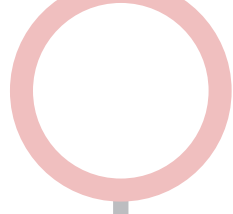
Participate in Giving Tuesday, November 27, 2018. Be sure to order signs and banners for the event.



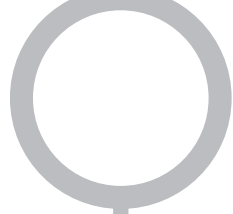
Offer a gift with purchase. Communicate the offer via an A-Frame or Decal to drive traffic into your store.



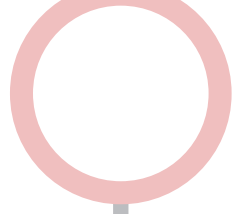
PREPARE EXTERNAL SIGNS



To create a seamless customer experience, outdoor and indoor signs should match in design and messaging.



Grab the attention of the increased traffic with an A-Frame Sidewalk Sign and Outdoor Floor Graphic.



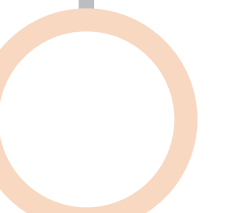
Prominently display your seasonal store hours with a Window Cling.



Promote your gift with purchase, sales, and products easily with Banners & repositionable Window Decals.



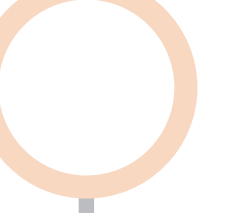
CUSTOMER EXPERIENCE & IN-STORE SIGNS



Guide customers through the store with floor graphics. These are great to guide customers to the register, clearance sections, key products, etc.



Prominently display sales & promotions with Cardstock Signs and Decals.



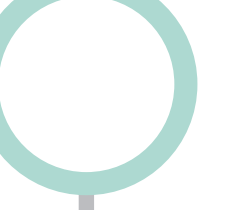
Clearly present your return policy at the register with an Acrylic Sign or Decal.



Having a festive feel throughout your store will keep customer's in the mood to shop for gifts. Easily create holiday signs with the Holiday Themed Template Collection on CGSignlab.



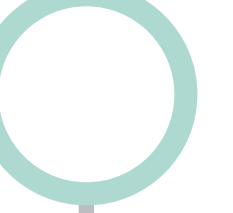
IN-STORE PREPARATION



Hire, train, and schedule additional seasonal help for busier days.



Organize your store with the most popular items prioritized to the front of the store to drive additional traffic.



Place smaller ticket items close to the register for impulse purchases.



Create a holiday playlist to play on a loop.