

She **BOLD** Stock

HOLIDAY *Sales* PLANNER

The Ultimate Roadmap for Service Based Businesses: Navigate Your Holiday Content Like a Pro

SALE

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LEGAL TALK

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CONTENT

04 - INTRODUCTION

READY TO PLAN

06 - PHASE 1

PRE-PLANNING

09 - PHASE 2

CONTENT CREATION

12 - PHASE 3

SCHEDULING AND PUBLISHING

14- PHASE 4

ENGAGEMENT AND FOLLOW-UP

18- BONUSES

RESOURCES

READY TO PLAN

As we step into the bustling holiday season, I want to give you a tool that'll make your content planning as joyful as the holidays themselves! You're holding the "Holiday Content Planning Checklist," a comprehensive guide designed to help you stay consistent, engaging, and stress-free in your business during this crucial time of the year.

But why use this checklist? Well, the holiday season is not just about festivities; it's a prime time for your business to shine and grow. That's why planning is your best friend here, helping you make the most of each holiday event without feeling overwhelmed.

And remember, this checklist is designed to work seamlessly with all the fabulous resources you get as a **She Bold Stock member**. From our eye-catching Canva templates to our professional stock photos and videos, we're here to make sure your holiday content is nothing short of amazing! Wishing you a prosperous and peaceful holiday season!

Stay Bright, Bold, and Dream Big

Jasmine



WHY PLANNING MATTERS

The holiday season is a prime time for businesses to deeply engage with audiences, making a well-executed plan essential to maximize opportunities and avoid pitfalls. This checklist, enriched by She Bold Stock's resources, serves as your comprehensive guide to creating compelling, synchronized content across platforms for a profitable and stress-free holiday season.

Why Plan Your Holiday Content?

The Opportunity and the Risk:

The holiday season is not just festive; it's a business goldmine where your audience is more active and receptive. However, the flip side is that without a solid plan, the season can turn chaotic, leading to missed opportunities and inconsistent branding.

The Power of Planning:

Having a strategy not only helps you capitalize on heightened customer engagement but also ensures your marketing efforts are harmonized across different platforms. The result? You get to convey a compelling and consistent message, without last-minute stress or resource scramble.

Why Use This Checklist with She Bold Stock:

This checklist is your holiday roadmap. When used in conjunction with She Bold Stock resources like templates and stock photos, you're not just planning; you're supercharging your efforts. The result is a holiday season that's profitable and equally enjoyable.

PHASE 1

PRE-PLANNING

DEFINE YOUR GOALS

Start by defining what you aim to achieve this holiday season. If you're focusing on increasing sales, consider limited-time offers or bundles to entice purchases. For increasing engagement, utilize interactive content like polls or live Q&A sessions to captivate your audience. Building brand awareness? Create holiday-themed content that resonates with your brand's voice and message.

IDENTIFY AUDIENCE

Next, pinpoint who you're targeting. Existing customers shouldn't be overlooked; treat them to exclusive deals or early-bird sales to maintain their loyalty. For attracting new prospects, create enticing holiday offers and leverage targeted advertising or collaborations to capture their attention.

BRAINSTORM

Get creative and brainstorm various services or product bundles you can offer during the holidays. Once you have a list of compelling ideas, translate them into actual promotions that align with your predefined goals and cater to your target audience.

PICK YOUR HOLIDAYS

Decide which holidays align with your brand and offerings. For Thanksgiving, create content or services that focus on giving thanks or building community. Black Friday and Cyber Monday are your big commercial opportunities, so think along the lines of significant discounts or special bundles. Christmas is about giving, so consider ways to give back to your community or offer seasonal specials. The winter season can be leveraged for promoting services useful during the colder months, while New Year's Eve is perfect for encouraging fresh starts through planning and goal-setting.

PHASE 1

BRAINSTORMING SESSION

Unleash your creativity to think of holiday-specific services, promotions, or bundles that could entice your audience. This is the stage to let all ideas flow, no matter how big or small. Once you have a list of possibilities, you can refine them to fit your goals and audience, setting the stage for well-aligned holiday campaigns.



PHASE 1

PRE-PLANNING

DEFINE YOUR GOALS (CHOOSE YOUR GOAL)

- Increase Sales
- Increase Engagement
- Build Brand Awareness

IDENTIFY YOUR AUDIENCE

- Existing Customers
- New Prospects

BRAINSTORM HOLIDAY-SPECIFIC SERVICES AND PROMOTIONS

MAP OUT THE HOLIDAYS YOU'LL PARTICIPATE IN

- Thanksgiving
- Black Friday/Cyber Monday
- Christmas
- Winter Season
- New Year's Eve

NOTES

PHASE 2

CONTENT CREATION

CHOOSE TEMPLATES AND STOCK RESOURCES

Begin by diving into the rich variety of She Bold Stock templates and resources tailored for different holidays. For Thanksgiving, pick templates that evoke a sense of community and gratitude. For Christmas, focus on stock photos that radiate festive joy. And when New Year's Eve rolls around, select video clips that inspire new beginnings.

DRAFT CONTENT

Now that you've got your visual elements, start drafting your main content pieces. This includes everything from Black Friday sales announcements to blog posts about Christmas traditions. This is where you put pen to paper and create the content that will engage and captivate your audience.

DESIGN GRAPHICS

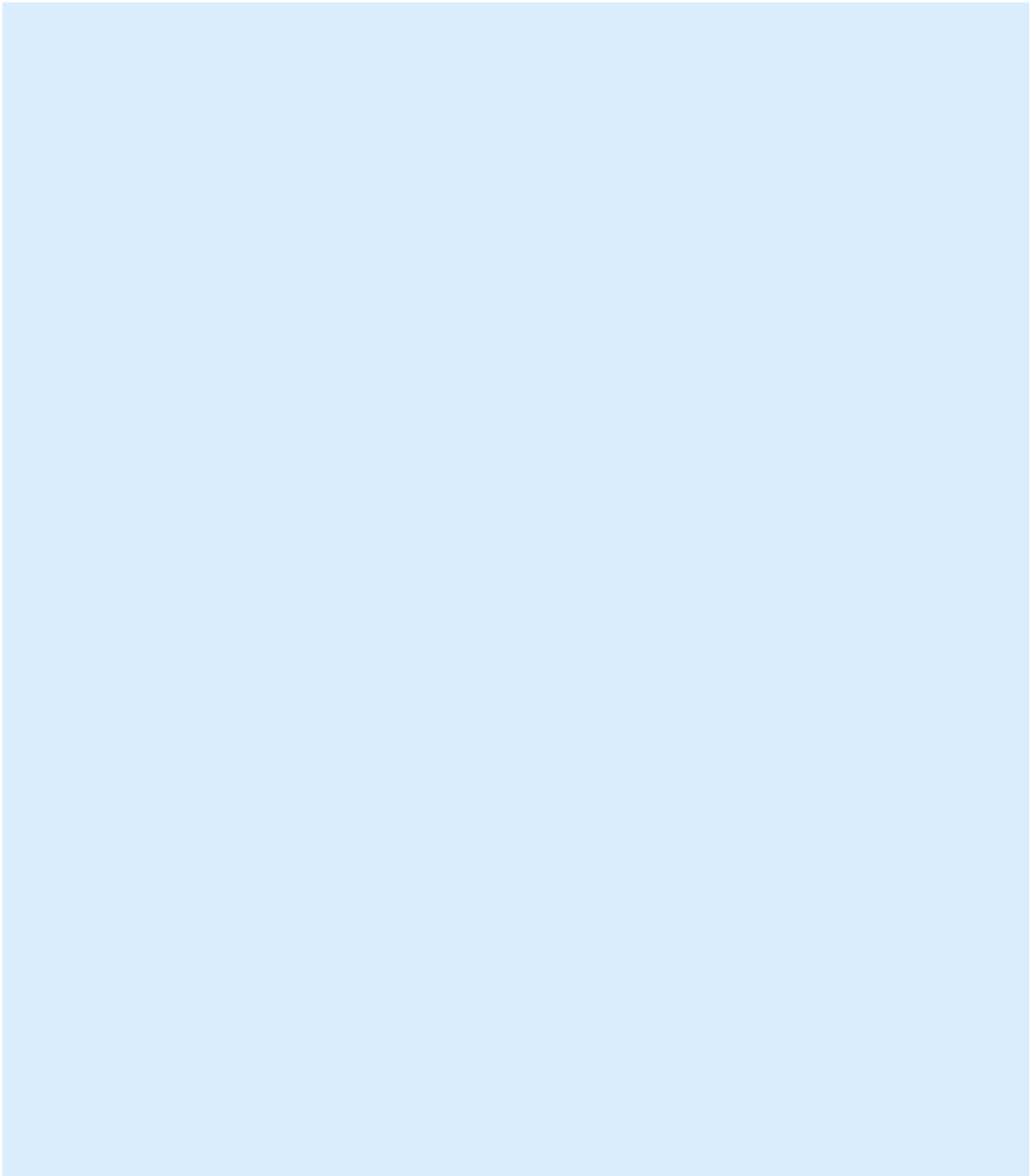
Using your chosen She Bold Stock resources, customize Canva templates to fit the specific theme of each holiday. Designing consistent and eye-catching graphics will tie all of your content together, making it even more compelling for your audience.

PREPARE CAPTIONS AND COPY

Last but not least, it's time to craft the words that will accompany your visuals. Write engaging captions for your social media posts and prepare the copy for your holiday email campaigns. The text should complement the visual content, creating a cohesive message that resonates with your target audience.

BRAINSTORMING SESSION

Consider the power of storytelling to elevate your holiday content. Reflect on ways you can incorporate either personal anecdotes or brand stories that align with the holiday themes. Whether it's sharing behind-the-scenes looks at how your team is preparing for the holiday rush, or featuring customer testimonials that highlight the unique value your service or product brings during the holidays, storytelling can deepen your connection with your audience and make your campaign memorable.



PHASE 2

CONTENT CREATION

CHOOSE TEMPLATES AND STOCK RESOURCES

- Choose Thanksgiving Templates from She Bold Stock
- Select Christmas-themed Stock Photos
- Pick New Year's Eve Video Clips

DRAFT CONTENT

- Draft Black Friday Sales Announcements
- Write Christmas Blog Posts
- Create New Year's Countdown Posts

DESIGN GRAPHICS

- Customize She Bold Stock Canva Templates for each Holiday
- Design Holiday Email Headers using She Bold Stock Photos

PREPARE CAPTIONS AND COPY

- Write Captions for Social Media Posts
- Prepare Copy for Email Campaigns

NOTES

PHASE 3

SCHEDULING AND PUBLISHING

CREATE A CONTENT CALENDAR

The first step in this phase involves plotting out your entire holiday campaign on a content calendar. This is where you specify when each piece of content goes live. Plan out your Thanksgiving posts that focus on gratitude and community, and mark the dates for your high-stakes Black Friday promotions. Don't forget to schedule your heartwarming Christmas Day posts that resonate with the spirit of giving.

SET UP AUTOMATED EMAIL CAMPAIGNS

After your content calendar is in place, move on to automating your email campaigns. Thanksgiving is a great time to send out 'Thank You' emails to your existing customer base, expressing gratitude and possibly offering exclusive deals. For Black Friday, timely deal alerts can make all the difference in capturing consumer interest, so make sure these are queued to go out at optimal times. As for the New Year, inspire your audience with resolution-centered emails, whether it's tips for achieving their goals or promoting services that can help them get there.

SCHEDULE SOCIAL MEDIA POSTS

The final piece of the puzzle is to schedule your social media posts across all platforms. This ensures you maintain a consistent online presence throughout the holiday season. Use tools like social media scheduling software to time your posts perfectly, keeping in mind the different time zones and peak activity periods of your target audience.

BRAINSTORMING SESSION

Let's focus on actively managing the performance of your scheduled content. Consider key performance indicators like click-through rates, engagement, or sales conversions that will help you gauge the success of your posts and emails. Think about contingency plans: If a scheduled Black Friday promotion isn't gaining traction, what immediate tweaks can you make? Is it the caption, the visuals, or the offer itself that needs adjusting? This session aims to equip you with the foresight to make real-time decisions, ensuring you're not just setting and forgetting your content, but optimizing it for the best outcomes throughout the holiday season.



PHASE 3

SCHEDULING AND PUBLISHING

○ CREATE A CONTENT CALENDAR

- Schedule Thanksgiving Posts
- Set Dates for Black Friday Promotions
- Plan Christmas Day Posts

○ SET UP AUTOMATED EMAIL CAMPAIGNS

- Schedule Thanksgiving Thank-You Emails
- Time Black Friday Deal Alerts
- Queue Up New Year's Resolution Inspiration Emails

○ SCHEDULE SOCIAL MEDIA POSTS

- Posts Scheduled on All Platforms

NOTES

PHASE 4

ENGAGEMENT AND FOLLOW-UP

ENGAGE WITH AUDIENCE

Now that your content is live, the next crucial step is engagement. Be proactive in responding to comments and direct messages to make your audience feel seen and valued. Additionally, interacting with customer-generated posts not only builds a stronger community but also gives you user-generated content that can be repurposed. Your response rate and the quality of interactions can significantly impact your brand's perception.

MEASURE AND ANALYZE PERFORMANCE

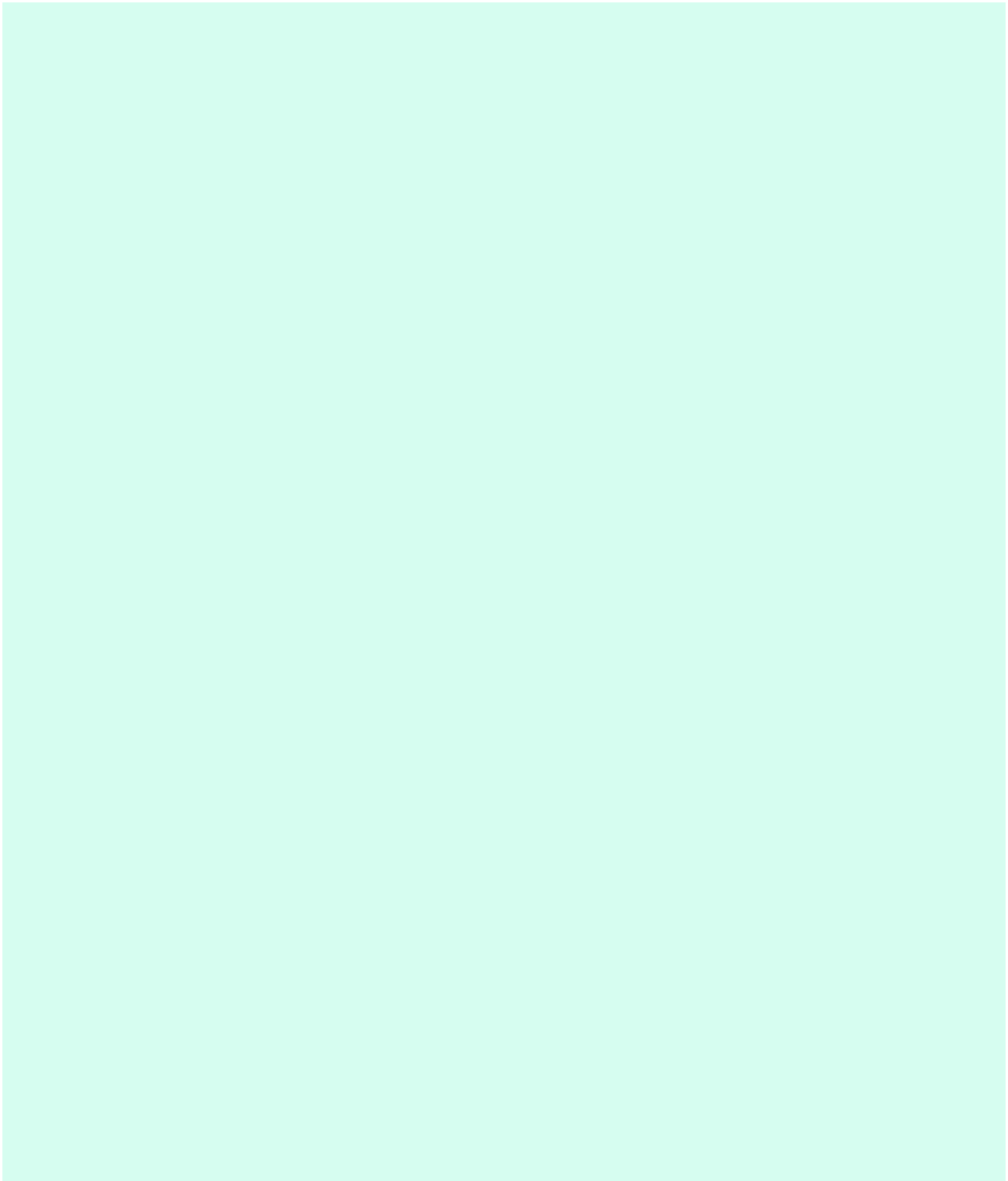
As your campaign progresses, it's vital to keep an eye on metrics. Track engagement metrics like likes, shares, and comments to understand what's resonating with your audience. Moreover, keep tabs on clicks and sales to assess the direct ROI of your campaigns. Analyzing these performance indicators will provide insights into what works and what needs tweaking, allowing for more effective future campaigns.

POST-HOLIDAY FOLLOW-UP

Once the holiday season is over, it's time to tie up loose ends and pave the way for future engagements. Sending thank-you notes or emails can go a long way in expressing gratitude and building lasting relationships with your customers. Sharing performance and success stories not only celebrates achievements but also provides a transparent view into your brand's growth, which can be motivating for both your team and your audience.

BRAINSTORMING SESSION

Reflect on the recently concluded holiday campaigns to plan for the future more effectively. Consider which interactions felt most meaningful and which metrics met or missed your expectations. Ponder over any audience feedback and how it can be incorporated into upcoming campaigns. This session is your opportunity to capture valuable insights that will help refine your strategy for the next holiday season.



PHASE 4

ENGAGEMENT AND FOLLOW-UP

○ CREATE A CONTENT CALENDAR

- Schedule Thanksgiving Posts
- Set Dates for Black Friday Promotions
- Plan Christmas Day Posts

○ SET UP AUTOMATED EMAIL CAMPAIGNS

- Schedule Thanksgiving Thank-You Emails
- Time Black Friday Deal Alerts
- Queue Up New Year's Resolution Inspiration Emails

○ SCHEDULE SOCIAL MEDIA POSTS

- Posts Scheduled on All Platforms

NOTES

HOLIDAY-PLANNING CHECKLIST

Your roadmap to make your holiday content shine.

- Define Your Holiday Goals**
- Identify Your Target Audience**
- Brainstorm Holiday Services or Promotions**
- Map out the Holidays You'll participate in**
- Choose Templates and Stock Resources**
- Draft Content**
- Design Graphics**
- Prepare Captions and Content**
- Create Content Calendar**
- Set Up Automated Email Campaigns**
- Schedule Social Media Posts**
- Engage with Audience**
- Measure and Analyze Performance**
- Post-Holiday Follow-up**

PLANNING & PROMOTING TIMELINE

Your Timeline to beat overwhelm this holiday season

PRE-PLANNING

- Define Your Holiday Goals Identify Your Target Audience
- Brainstorm Holiday Services or Promotions
- Map Out the Holidays You'll Participate In.

Timeline: 3 Weeks before 1st Holiday

CONTENT CREATION

- Choose Templates and Stock Resources.
- Draft Content and Prepare Captions and Copy
- Design Graphics.

Timeline: 2-3 weeks before each holiday

SCHEDULE & POST

- Create a Content Calendar and Set up Automated Email Campaigns.
- Schedule Social Media Posts.

Timeline: 1-2 weeks before each holiday

ENGAGE & FOLLOW UP

- Engage with Audience.
 - Measure and Analyze Performance.
- Post-Holiday Follow-up.

Timeline: Week of each holiday and 1 week following before each holiday

RESOURCES

Unlock Your Toolkit: Handpicked Resources to Amplify Your Brand and Streamline Your Strategy.

Affiliate Links included

CANVA

Transform your email marketing with Flodesk's user-friendly interface and stunning templates. Perfect for creatives and entrepreneurs looking to engage their audience and grow their business.

FLODESK

Unlock your creative potential with Canva's easy-to-use design platform. From social media graphics to presentations, Canva has templates for every business need

PLANOLY

Simplify your social media scheduling with Planoly. This tool allows you to visually plan, manage, and measure your content across various platforms

PLANN

Take control of your Instagram game with Plann. From content scheduling to analytics, Plann helps you create a cohesive and effective Instagram strategy.

SHE BOLD STOCK

Elevate your brand's visual appeal with our diverse collection of stock photos, videos, and Canva templates. Tailored for women in service-based industries, She Bold Stock is your go-to for inclusive and vibrant content."

Join Our

Stock Membership

Course Creation Kits

Lead Magnet Templates



Social media Templates



Content Resources

Brand Identity Boards



USE CODE **SPECIAL10** TO GET \$10 OFF ONE TIME ANY MEMBERSHIP PLAN!



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Congrats!

You did it!

You completed this holiday content planning workbook! You've taken a significant step toward a more organized, stress-free, and profitable holiday season for your business. Armed with this comprehensive guide and the valuable resources from She Bold Stock, you're now well-prepared to captivate your audience and meet your business goals. Thank you for letting us be a part of your success journey. We wish you a fantastic holiday season filled with achievement, growth, and, of course, some well-deserved celebration!

P.S Reach out and share your designs with us so we can root you on and shout you out this holiday season!

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