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.

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.

START HERE
Will You Offer a Discount?

YES → Build your discount

NO → What else you might offer to get dollars in your pocket now?

Are You Using Abandoned Cart Emails Yet?

YES → Enable it now to capture sales you might otherwise miss out on.

NO → Temporarily unarchiving galleries (and letting clients know you've done so) is a compelling way to entice past clients to buy now.

Do You Have Inactive Galleries?

YES → Customize your email campaign, then assign it to galleries. We recommend starting with the new Holiday Sale Email Campaign.

NO → Are you sure? Galleries that use email campaigns generate 187% more revenue than those that don't!

Do You Have Archived Galleries?

YES → Add a Gallery Intro Message

NO → Reactivate galleries to further expand your audience. Should you need to upgrade your plan, the additional sales will more than cover the cost!!

Will You Announce Your Sale With an Email Campaign?

YES → Talk to Your Audience!

NO → Add a Marketing Banner to Your Gallery

Create a sense of urgency by letting past clients know their galleries are available again, but only for a limited time! Mention any discounts, deadlines, or new products.

PRO TIP!

Add a Marketing Banner to Your Gallery

Create your own banners in just a few clicks!

Enable it now to capture sales you might otherwise miss out on.

Temporarily unarchiving galleries (and letting clients know you've done so) is a compelling way to entice past clients to buy now.

Customize your email campaign, then assign it to galleries. We recommend starting with the new Holiday Sale Email Campaign.

Are you sure? Galleries that use email campaigns generate 187% more revenue than those that don't!

Talk to Your Audience!

Whether you text, post on social, or email them, make sure past and current clients know the best place to find the perfect holiday gifts is in their own gallery.

Add a Gallery Intro Message

Use it to market your holiday offer, share a promo code, and/or highlight new products. You can even add a video to your Intro Message!