

**THE BEST**  
**HOLIDAY**  
**STORE *EVER***



# AGENDA & HOUSE KEEPING

- Best practices for building holiday stores
- Best practices for closing holiday stores
- Timing for holiday stores
- Promoting holiday stores
- The Holiday Hub
- Q&A



# STORE BUILDING BEST PRACTICES

- Start Having The Holiday Store Conversation Now!
- Copying Stores
- Holiday Branding
- Product Selection – Fewer Vendors/Decoration Methods
  - Products at every price point
  - Gifting – 1 Free Item
  - E-Certificates/Promo Codes
- Utilize Templates
- Inventory Thresholds
- Additional Information Fields – Is this a gift?

Resources:

[Sterling Academy Holiday Store](#)

[Corporate Holiday Store](#)



# STORE CLOSING BEST PRACTICES

- Utilize Chipply Purchasing Utility
- Work Orders
- Sorting and Packing Slips – Easy to hire help for the holidays!
- Utilize Message Customers
- Production Management





# Production Timelines

- Establish your desired in-hands date and work backwards
  - Aim to deliver no later than the week before Christmas
  - Stagger your open and close dates, if possible
- Be aware that typical lead times as well as ship time increase this time of year
- Use this [Timeline Calculator](#) to help you plan

# Holiday Store Example Production Timeline

OCTOBER

2025

NOVEMBER

2025

DECEMBER

2025

S M T W T F S

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

S M T W T F S

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

S M T W T F S

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## Lead Times to Note



In-Hands Date: December 15<sup>th</sup>, 2025



Shipping Time: 3 Business Days



Vendor Lead Time: 3-5 Business Days



Store Open Length: 1 Week



Production Time: 10 Business Days



Buffer Days: 5 Days

## Important Dates (Shown Above)



Desired In-Hands Date



Store Closes; Order Product from Vendor



Promote Store/Sneak Peek



Production Begins



Store Opens



Products Ship



# Promoting Your Stores

Utilize these Canva templates to help your organizations post on social:

- Facebook
- Instagram – New feature allows followers to share your posts!
- Reels

Be sure to include . . .

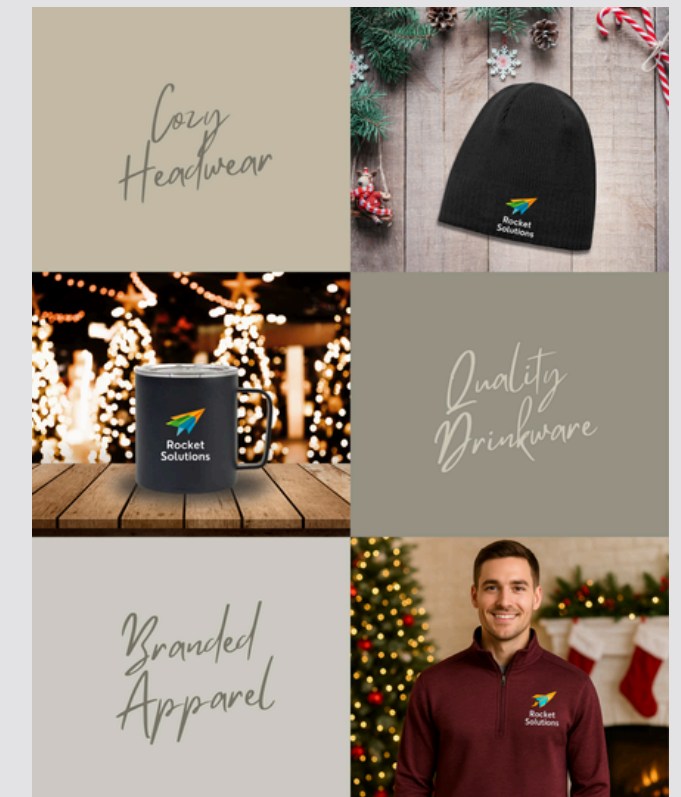
## Countdowns



## Special Offers



## Sneak Peeks



# Promoting Yourself

This is also the perfect time to promote ***you and your business.*** Create fun and engaging holiday-themed social or email campaigns to boost brand recognition and stay top of mind as we roll into the new year.

- 12 Days of Giveaways
  - Product giveaways (make sure they're self-branded!) or discounts
- "This or That" Holiday Edition (hot cocoa or apple cider? or, product related: a warm beanie or a cozy sweater?)
- Ugly Sweater Challenge (great for UGC)
  - Encourage both customers and employees to participate and offer prizes for different categories like funniest or best DIY.
- Festive Recipe Swap
  - Cookies, drinks, or any holiday dish. Followers post the recipe and tag your account. Create a carousel or video highlighting the favorites.
- Elf on the Shelf
  - Give a virtual tour of your facility with the help of an ornery elf or your company's mascot (if you have one).







# The Holiday Hub

The Holiday Hub is filled with tools and resources to help make your holiday season successful.

- This Webinar Recording
- Example Timeline
- Timeline Calculator
- Chippily Templates
- Sample Stores
- Canva Templates for Social

# KEY TAKEAWAYS | Q&A

- Timing is important!
  - Start now
  - Stagger open and close dates
  - Aim to deliver no later than the week before the holidays
- Streamlining store setup and processing – templates, inventory thresholds, integrated purchasing, sorting & packing lists
  - Use select vendors
  - Simplify your artwork!
- Promote your stores to drive end of year sales!
- Lean on Team Chipply to make this season stress-free

