



Extend Your Sales Momentum Beyond The Holidays

For those businesses selling photo products, it's crucial to not only capitalize on the holiday sales rush, but transform that into ongoing momentum. Instead of just one sales peak, understand that opportunities exist year-round. This checklist outlines concrete ways to continuously engage customers and sustain growth beyond seasonal holiday shopping. By putting these best practices into action, you can smooth out the typical sales rollercoaster and drive brand success no matter the time of year.



Extend Beyond Holiday Sales

- Identify other seasonal events for promotions
- Research each event's audience and needs
- Tailor your marketing approach to every season



Incentivize Loyal Customers

- Launch customer rewards program
- Offer exclusive members-only perks
- Showcase and reward top members



Win Back Lapsed Buyers

- Send personalized promotions
- Recommend products based on past purchases
- Spotlight new items customers may like – and offer incentives to buy



Optimize Inventory & Offerings

- Analyze sales data to identify trends
- Align inventory to peak purchase times
- Introduce new products and innovations that excite your audience



Focus on What Works

- Set clear campaign goals and benchmarks
- Track metrics vs these goals over time
- Pinpoint the most successful channels and tactics
- Re-use the most successful campaign tactics in new campaigns



Follow this checklist to make your photo product business a year-round success story. By continually engaging past customers while also reaching new audiences through each special season, you can build lasting relationships and steady revenue growth.