



CHRISTMAS E-COMMERCE CHECKLIST

Have a Christmas gift page on your website

Create a collection or use tags to bring items in your shop into a new page.

Add Gift Wrap add on

Can be as simple as a checkbox at checkout.

Make last dates for Christmas delivery clear

Put on your pre-header announcement banner & post it to social media.

Create a Gift Card

Ensure it is tagged to pull into your new Christmas gift page too!



GO THAT BIT EXTRA



Curate your items into easy guides

Think 'For Foodies', 'For Fashionistas', 'For Gardeners' as well as the typical 'For Her/Him'

Show photos of your gift wrapping within listings

Post these to social media too & use them in marketing emails to your list. If you're feeling fancy, you could even offer a choice of wrapping paper...

Add a card/handwritten note option

This can be easily added within Shopify as part of their gift wrap add-on function

Finally, kick back and enjoy a well deserved mulled wine. Well done you small business hero!

