

Action Item	Description	Deadline	Completed	Notes
Review SEO and Keywords	Update listings with relevant Q4 keywords (e.g., holiday-specific terms, trending items).	Oct 5	<input type="checkbox"/>	Use EverBee analytics for keyword suggestions.
Shipping Requirements per Etsy Updates	Make sure to have all of your shipping at or under \$6.00 per listing and product type where desired.	Oct 1	<input type="checkbox"/>	If you do not know why we're doing this, watch this video: <a href="https://youtu.be/JFJYo0Hlqm8?si=uGqTh2MPqV3nePL">https://youtu.be/JFJYo0Hlqm8?si=uGqTh2MPqV3nePL</a>
Update Product Photos	Ensure photos are high quality and align with Etsy's best practices. Add seasonal props for holiday items if desired.	Oct 10	<input type="checkbox"/>	Consider adding holiday-themed mockups or photos but if you have a best selling item, don't touch it!
	Confirm you have enough stock to meet Q4 demand and avoid overselling.	Oct 15	<input type="checkbox"/>	Build up inventory for best-sellers.
Stock Inventory	If you have a POD provider, make sure you are keeping on top of THEIR holiday order cut off dates and noting these all over your shop to minimize customer confusion / frustration			Monitor Weekly
Enable Holiday Shipping	Update shipping profiles for holiday deadlines, offer express shipping if desired.	Oct 20	<input type="checkbox"/>	Use Etsy's holiday shipping deadlines as a guide.
Optimize Listing Descriptions	Make sure descriptions include Q4 keywords, are clear, and mention holiday deadlines for order completion. Also recommend mentioning any sales or promotions or free shipping guarantees you have going on within the second paragraph of your descriptions.	Oct 25	<input type="checkbox"/>	Highlight gift-giving in descriptions.
	Enable gift wrapping and mention it in your listings if you are selling handmade items.		<input type="checkbox"/>	
Offer Gift Wrapping	If you are a POD seller, there are some POD companies who offer branded inserts. Might be something to look into for Q4 if desired.	Oct 30	<input type="checkbox"/>	
Run a Shopwide Checkup	Review all listings, policies, and return/exchange processes for clarity and holiday buyer confidence.	Nov 1	<input type="checkbox"/>	
Prep for Last-Minute Shoppers	Keep inventory of fast-shipping products and promote them for last-minute shoppers.	Dec 10	<input type="checkbox"/>	Update listings with "ready-to-ship" keywords.

Here are some examples that I have run in the past for my own businesses that might be beneficial for you as well! Feel free to do whatever you'd like, these are just some extra ideas!  
 Also - don't be scared to run flash sales as often as you need to outside of these major sales periods

Sale Name	Start Date	End Date	Discount	Channels	Placement	Notes
Fall Season Kickoff	Oct 10	Oct 15	15% off	Email, Social Media	Banner, Shop Announcement, Product Descriptions	Celebrate fall with seasonal items.
Halloween Promo	Oct 25	Oct 31	20% off select items	Email, Social Media, Etsy Ads	Product Photos (add Halloween themes), Banner, Descriptions	Use spooky/fall-themed props in product listings.
Early Black Friday Tease / Thanksgiving Special	Nov 20	Nov 25	15% off (early shopping)	Email, Social Media	Shop Announcement, Descriptions	Build excitement for Black Friday and thank customers
Black Friday Main Sale	Nov 27	Dec 1	25-30% off	Email, Social Media, Etsy Ads	Shop Banner, Product Descriptions, Photos	Maximize visibility during peak.
Cyber Monday Deal	Dec 2	Dec 4	30% off select items	Email, Social Media	Banner, Photos, Shop Announcement	One-day flash sale.
Last Call Holiday Deals	Dec 10	Dec 15	20% off	Email, Social Media	Banner, Descriptions, Product Photos	Mention holiday shipping deadlines.
Post-Holiday Clearance	Dec 26	Dec 31	Up to 50% off	Email, Social Media	Banner, Descriptions, Shop Announcement	Move excess inventory post-holiday.

**Promo Placement Guidelines:**

Photos: Add promotional banners/graphics directly on product photos (especially for key listings). Use seasonal props like Halloween or Christmas themes.

Descriptions: Include details about the promotion in the first few lines of the product description so buyers see it immediately.

Shop Announcement: Pin the promo at the top of your shop's main page to capture visitor attention as soon as they arrive.

Shop Banner: Update your shop banner with promo details, especially for larger sales like Black Friday or Cyber Monday.

Etsy Ads: Update ad copy to highlight current promotions to draw buyers in.

Email Name	Send Date	Subject Line	Target Audience	Notes
Q4 Kickoff: Shop Ready	Oct 1	"Get Ready for Q4 Shopping!"	Full list	Showcase new seasonal listings.
Holiday Gift Guide Email	Oct 15	"Your Perfect Holiday Gift Guide is Here"	Past buyers and subscribers	Create product bundles or gift categories.
Early Black Friday Sale Tease	Nov 15	"A Special Deal is Coming Soon..."	Full list	Build excitement for Black Friday sales.
Black Friday Early Access	Nov 20	"Get Early Access to Our Biggest Sale of the Year!"	VIP/Past Buyers	Offer a 24-hour early shopping window.
Black Friday Announcement	Nov 27	"Black Friday is Here—Up to 30% Off!"	Full list	Promote top-selling items.
Last Chance: Cyber Monday	Dec 1	"Don't Miss Cyber Monday Deals!"	Full list	Highlight time-sensitive deals.
December Gift Guide	Dec 7	"Top Picks for Last-Minute Gifts!"	Full list	Focus on products that ship quickly.
Last Call: Shipping Deadline	Dec 10	"Last Chance for Holiday Delivery!"	Full list	Urge buyers to order before shipping cutoff.
Holiday/New Year Sale	Dec 26	"Post-Holiday Clearance—Up to 50% Off!"	Full list	Move excess inventory post-holiday.

## Checklist: How to Build Your Email List (Using EverBee and Strategic Placement)

### Create a Compelling Offer (Lead Magnet)

Action: Develop a freebie or incentive to get potential customers to subscribe.

Examples:

"Exclusive 10% Off Your First Purchase"

"Free Holiday Gift Guide"

"VIP Access to Black Friday Deals"

"Printable Planner or Holiday Checklist"

Notes: Ensure the lead magnet is relevant to your target audience and enticing enough for them to opt-in.

### 2. Set Up EverBee Email

Action: Begin setting up EverBee Email and connect to your Etsy shop

Steps:

Create a simple opt-in form with fields like "Name" and "Email." Watch [THIS TUTORIAL](#) if you do not know how to do this.

Customize the thank you page to remind users to check their email for a welcome email or their discount code.

### 3. Make sure you have your Automated Etsy Emails set up

Action: Set up your automated Etsy emails within the platform itself (favorites, abandoned cart, thank you emails)

Steps:

Go to your Shop Manager, click Marketing, Sales and Discounts

Ensure your Abandoned Cart, Thank You and Favorited Item emails are turned on

### 4. Place Opt-In Forms Strategically

Shop Announcement: Add a line at the top of your shop announcement that says, "Get 10% off your first purchase by joining our email list! [Link to opt-in]."

Banner: Use your shop banner to highlight the lead magnet. Example: "Sign up for our VIP list and get access to exclusive holiday sales!"

Product Descriptions: Add a note at the end of product descriptions like: "Join our email list for exclusive discounts and seasonal offers!"

On your Social Media Channels

### 5. Incentivize Subscription on Social Media

Action: Post on your socials to promote your email sign-up opt in page.

Steps:

Post a story or reel that teases the lead magnet (e.g., "Want 10% off? Sign up here!").

Link your opt-in form in your bio of each of your channels

### 6. Run a Giveaway or Contest

Action: Host a giveaway where participants need to sign up via email to enter.

Example: "Enter to win a [Best-Selling Product] by signing up for our email list! Get an extra 10% off just for entering."

Notes: Promote this giveaway across social media, product descriptions, and your shop banner.

### 7. Promote Opt-In with Etsy Updates and Messages

Action: Use Etsy's messaging system to invite past buyers or shop visitors to join your email list.

Steps:

Send a message to past buyers offering an exclusive discount or freebie for joining your list.

Use "Updates" on Etsy to notify followers of your shop about new offers and encourage them to join your email list for more.

### Pro Tip: Use Automated Sequences for New Subscribers

Once they've signed up, set up a welcome email sequence to engage them immediately.

Welcome Email: Thank them for joining and deliver the lead magnet (discount code, freebie, etc.).

Product Spotlight Email: Introduce them to your best-selling items or seasonal offerings.

Cart Reminder Email: Encourage them to use their discount on products they viewed or left in the cart.

**Social Media Marketing (3x/week Plan: Oct 1 - Dec 31)**

**Overall Strategy**

**Nurture:** Build relationships with current followers through storytelling, behind-the-scenes content, customer testimonials, and highlighting your brand's personality.

**Grow:** Reach new audiences using trending content, relevant hashtags, influencer collaborations, and viral formats (like Instagram Reels, TikToks).

**Sell:** Use a soft-sell approach by integrating products into educational, inspirational, or entertaining content, aligned with seasonal themes or promotions.

**Week 1 Example (Adjust content themes as needed each week)**

Day	Content Type	Platform	Post Description	Goal	Notes
Monday	Product Feature	Instagram, TikTok	Post a Reel featuring a best-selling product in action with trending music and hashtags. Add captions like "#GiftIdeas" or "#HolidayReady."	Sell: Promote product.	Use EverBee insights to find best-sellers.
Wednesday	Behind-the-Scenes	Instagram Stories	Share a Story series showing the process of creating or packing your products. End with a poll asking, "Which color/product do you love most?"	Nurture: Build connection	Engage audience with interactive polls.
Friday	Entertaining/Relatable	Instagram, TikTok	Post a meme or relatable holiday-season challenge (e.g., "Struggles of Last-Minute Holiday Shoppers") featuring your products.	Grow: Reach new audience	Use trending audio, hashtags.

**Content Breakdown by Week**

**Product Feature Posts (1+x/Week):**  
 Content: Focus on showcasing one specific product, bundle, or promotion.  
 Format: Reels, TikToks, or carousel posts.  
 Combination of nurturing content for your current audience + growth content for new audiences + sales content for Q4 momentum  
 Recommend posting to stories daily as well

**Additional Tips**

Show product in action (e.g., a customer unboxing it or using it).  
 Use trending audio and hashtags like #HolidayGiftGuide or #BestSellers.  
 Highlight promotions or limited-time offers (e.g., "Holiday Sale: Get 20% off today only!").  
**Behind-the-Scenes Posts (1x/Week):**  
 Humanize your brand by showing the effort that goes into each product.  
 Use captions like "Packing your orders today!" or "A day in the life of an Etsy seller."  
 Add interactive features like polls ("Which design should I launch next?") or questions ("Any guesses on the new holiday collection?").  
**Educational Content (1x Every 2 Weeks):** Example for a candle seller: "5 Tips for Making Your Candles Last Longer" or "How to Choose the Perfect Holiday Gift Candle."  
 Subtly integrate your product within the education (e.g., show your candle as you explain candle care).  
**Entertaining/Relatable Content (1x/Week):** Content: Use humor, memes, or trends to entertain your audience.  
 Create content that reflects your audience's holiday challenges, like gift shopping stress or shipping deadlines. Example: "POV: When you realize there's only one week left to order gifts" and feature your product as the perfect solution.  
**Customer Testimonials/User-Generated Content (1x Every 2 Weeks):** Content: Feature reviews, testimonials, or customer photos/videos.  
 Share screenshots of customer reviews with a caption like "What our customers are saying!"  
 Highlight UGC by sharing photos or videos from customers using your product. Encourage followers to tag you in their posts for a feature.  
**Seasonal/Holiday-Themed Content (1x/Week):** Content: Create content that aligns with the season or upcoming holidays. Tie your products to specific holidays (Halloween, Thanksgiving, Christmas) with captions like "Perfect for last-minute holiday shopping!"  
 Participate in seasonal challenges (e.g., "Holiday Countdown" or "Gift Guide Week").  
 Post stories daily to keep your audience engaged with polls, questions, countdowns, and behind-the-scenes content.  
 Use Instagram's interactive features like polls, question stickers, or countdowns for big sale days. Example: "Which color should we restock first? Vote now!"  
 Try to create at least one Reel or TikTok per week that taps into a trending sound, format, or challenge.  
 Use holiday-specific hashtags like #HolidayGifts, #ShopSmall, and niche-specific tags to reach a broader audience.  
**Action:** At the end of each month, review social media insights to see what content types (Reels, stories, posts) performed best.

**Sample Weekly Posting Schedule for October-December**

Day	Content Type	Goal
Monday	Product Feature Reel	Sell (Highlight products/promos)
Wednesday	Behind-the-Scenes Story	Nurture (Build connection with audience)
Friday	Entertaining or Relatable Post	Grow (Increase reach with viral/trending content)
Saturday (optional)	Customer Testimonial	Nurture/Sell (Showcase social proof)
Daily	Stories	Nurture / Sell / Engage

Action Item	Listing to Focus On	Spend	Metric to Track	Notes
Identify Best-Sellers	Use EverBee analytics to find top-performing products to advertise.	\$5-10/day	Click-through rate, Sales	Focus on high-conversion items and holiday-relevant products.
Set Budget for Holiday Ads	Increase ad spend during peak shopping times (Black Friday through Christmas).	\$15-20/day	Conversion rate	Gradually increase spend in early November, peak for Black Friday.
Track Performance	Monitor Etsy Ads data every week to see which listings are performing.	Weekly	Impressions, Conversions	Turn off ads for underperforming listings, focus on high CTR.
Retarget Abandoned Carts	Use Etsy's retargeting ads for customers who abandoned carts with holiday items.	As Needed	Cart conversion	Focus on buyers who already showed interest.
Scale Ads in Final Weeks	Allocate extra ad spend in the final weeks of December to capture last-minute shoppers.	\$20-25/day	Sales, Conversion rate	Increase budget for fast-shipping products or digital goods.
Focus on Ready-to-Ship Items	Prioritize ads for ready-to-ship or fast-shipping items to cater to last-minute buyers.	\$10-15/day	Conversion rate, Shipping time	Use keywords like "fast shipping" in promoted listings.
Use Promotional Keywords	Incorporate holiday-specific and promotional keywords into your ad copy (e.g., "Black Friday," "Holiday Gifts").	\$5-10/day	Click-through rate, Impressions	Ensure your ads align with seasonal trends and holidays.
Seasonal Ad Copy Refresh	Update ad descriptions to include holiday-themed copy (e.g., "Perfect gift for her/him," "Last chance holiday sale").	Bi-weekly	Conversion rate	Keep copy fresh and relevant to peak sales periods.

**How to Optimize Etsy Ads for Success:**

Use EverBee: Use EverBee analytics to identify your top-selling products and those gaining traction leading up to the holiday season. Focus your ad spend on these items, especially if they align with seasonal trends.
Monitor Ad Performance: Check ad performance weekly and track which products are converting best. Turn off ads for listings that aren't performing to maximize your ROI.
Scale Ads During Key Sales Periods: Increase your ad spend during key sales periods like:
Early November (build momentum for Black Friday)
Black Friday through Cyber Monday (highest traffic)
Final two weeks of December (for last-minute shoppers).
Adjust Ad Spend Based on Conversion Rate: If a product has a high click-through rate (CTR) but low conversions, revise the product listing or ad copy. If a product has both high CTR and conversions, consider scaling the ad budget for that listing.
Remember to keep a close eye on the "relevant keywords" that Etsy is placing you under so you're being shown to the right audiences

## Key Metrics to Track and Adjustments

Metric	Where to Track	What to Watch For	Suggested Adjustments if Underperforming
Conversion Rate	Etsy Analytics, Ads Dashboard	Low conversion rate (< 1-2%)	- Review product descriptions for clarity and persuasiveness.
			- Update photos to better showcase the product.
Click-Through Rate (CTR)	Etsy Ads Dashboard, Social Ads	Low CTR (< 1%) on Etsy Ads or social ads	- Add social proof (customer reviews) or free shipping incentives.
			- Test new ad copy focusing on holiday-specific promotions.
Impressions	Etsy Ads Dashboard, Social Ads	Low impressions on promoted listings or ads	- Use trending or seasonal keywords (e.g., "Black Friday Deals").
			- Ensure ads are targeting the right audience using Etsy Ads or paid social media.
Abandoned Cart Rate	Etsy Analytics	High percentage of customers abandoning carts	- Increase ad spend or adjust ad targeting to reach a broader or more relevant audience.
			- Optimize listing titles, tags, and descriptions for seasonal SEO.
Sales Growth	Etsy Shop Dashboard	Sales aren't growing despite increased traffic	- Implement a retargeting strategy using Etsy Ads or email reminders.
			- Offer incentives like free shipping or limited-time discounts to encourage cart completion.
Traffic Source Breakdown	Etsy Analytics	Low direct, social, or external traffic	- Reevaluate pricing strategy, making sure items are competitively priced for the holiday season.
			- Promote bundled products or offer upsells in your listings.
Revenue Per Sale	Etsy Shop Dashboard	Low average order value (AOV)	- Increase the frequency of social media posts promoting your shop.
			- Use affiliate links or influencer collaborations to drive external traffic.
Shipping Time	Etsy Shop Dashboard	Delayed shipping or low customer satisfaction with shipping	- Offer bundle deals to increase the total value of each purchase.
			- Use upselling techniques in product listings (e.g., "Frequently bought together" or "You may also like").
Customer Reviews	Etsy Shop Dashboard	Low or declining number of positive reviews	- Review and optimize shipping profiles to ensure accurate delivery times, especially during holiday rush.
			- Highlight "ready-to-ship" items in listings and communicate shipping deadlines clearly.
Email Open Rate	Email Marketing Platform	Low open rate (< 20%) for email marketing campaigns	- Proactively ask satisfied customers to leave a review after purchase.
			- Ensure your product packaging and shipping speed exceed customer expectations.
Email Click-Through Rate	Email Marketing Platform	Low CTR in emails (< 2-3%)	- Revise subject lines to be more engaging or relevant to the time of year (e.g., "Last Chance for Holiday Gifts!").
			- Segment your email list to target different groups (e.g., loyal customers vs. new subscribers).
Social Media Engagement	Instagram, TikTok Insights	Low engagement (likes, comments, shares)	- Make sure CTAs (call-to-actions) in emails are clear and prominent (e.g., "Shop Now!" or "Get 20% Off Today!").
			- Include product images or direct links to relevant listings to increase engagement.
			- Post more frequently with a variety of content types (Reels, Stories, Carousels) tailored to your audience.
			- Use seasonal or trending hashtags and participate in holiday challenges.
			- Respond to comments and engage directly with your audience to build relationships.

### Additional Monitoring Tips

- Check Metrics Weekly: Review Etsy analytics, ads performance, and email engagement on a weekly basis during Q4 to stay agile and make adjustments quickly.
- Test and Iterate: If something isn't performing, test different approaches (e.g., new ad copy, product photos, or email subject lines) and see how changes impact performance.
- Holiday-Specific Adjustments: Make sure to adjust for holiday shopping behaviors—emphasize urgency in December (e.g., shipping deadlines), and take advantage of peak sale periods (Black Friday, Cyber Monday).