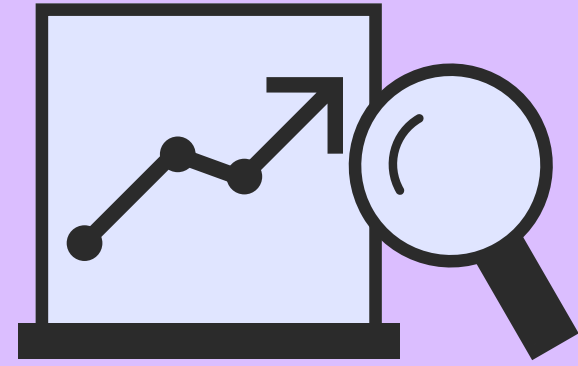


4 Steps to Planning for Holiday

STEP 1

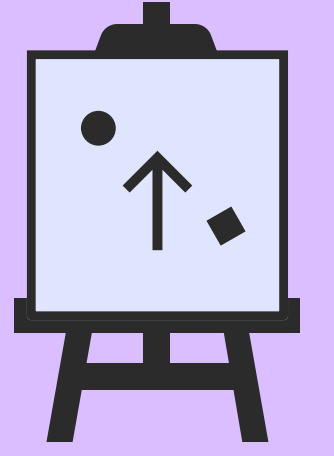
Look to the past



- Check your performance from Holiday 2021 to see what worked
- Review your performance from the last 30 days to see what your audience is currently liking
- Note what content had the highest engagement (likes, comments, saves) from past years

STEP 2

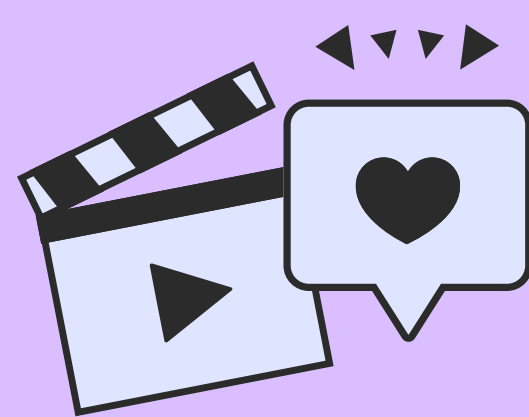
Plan your content strategy



- Add top-performing retailers, brands, and categories to your plan
- Incorporate your best-selling products from last year
- Expand on top performers (e.g. If Etsy performed well, make an entire Etsy gift guide this year)
- Add in high-converting and high-commission retailers (Advanced Members only)

STEP 3

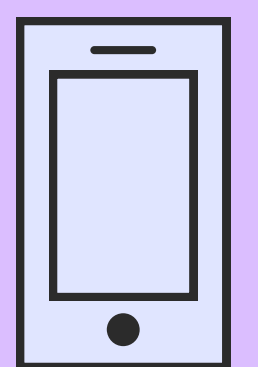
Start posting!



- Ramp up your posting cadence
- Starting in October, add in holiday content at least once a week
- Make sure all content is original (made by you)
- Create a holiday destination on your blog or social (link-in-bio, Story highlight)

STEP 4

Prepare for the rush



- Download our Collective LinkIt app for quick and easy content creation
- Bookmark Trending Products for easy access to best-sellers
- Start using Widgets and Looks to create gift guides (Advanced Members only)
- Bookmark our blog, follow us on Instagram, and keep an eye out for must-know information