



# Small Business Holiday Workbook

A digital guidebook to help small business owners  
prepare for the holidays



## WRITE YOUR GOALS

Whether you want to sell a certain amount of items, gain a specific number of new followers, or utilize Instagram Story ads for a new product launch...writing down your goals is the first step towards achieving them.

*Whatever it might be, write it down, and include a clear plan of action!*

**GOALS**

**PLAN OF ACTION**

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## CREATE A GIFT GUIDE FOR YOUR FOLLOWERS

Gift guides are a great way to create engaging content that your followers will love, while still promoting your products in a natural way. The best part is you can share a gift guide on your Stories or grid (or both!). We'd suggest breaking your gift guide down into different categories. You can break it down by price point (to fit different budgets) or themes (different ones for men and women).

*Here are a few examples: Gifts under \$20/\$50/\$100, Skincare Junkie, Busy Mom, Hostess, Traveler, Kids, For Him, or Last Minute Gifts.*

### GIFT GUIDE PLANNER

GIFT GUIDE CATEGORY	PRODUCT/SERVICE	PRODUCT/SERVICE	PRODUCT/SERVICE	PRODUCT/SERVICE	PRODUCT/SERVICE



## TRACK YOUR HOLIDAY CONTENT

Tracking the impact and engagement from your content will help you know what's resonating with your audience. According to Facebook, "62% of people become more interested in a brand or product after seeing it in Stories", so it's helpful to know what your audience is most captivated by. This tracking worksheet will help you assess what's working and what's not!

NUMBER OF CURRENT INSTAGRAM FOLLOWERS \_\_\_\_\_  
NUMBER OF INSTAGRAM FOLLOWERS ON JANUARY 1ST \_\_\_\_\_

### HOLIDAY CONTENT TRACKER

DESCRIPTION OF CONTENT	PLATFORM (IG, FB, ETC)	DATE POSTED	SPONSORED? YES OR NO	# OF LIKES	# OF COMMENTS	# OF SAVES

\*FEEL FREE TO UPDATE THE NUMBER OF LIKES, COMMENTS, & SAVES AS THEY GROW. JANUARY 1ST SHOULD BE YOUR STOP DATE.



## **JOT DOWN YOUR NOTES**

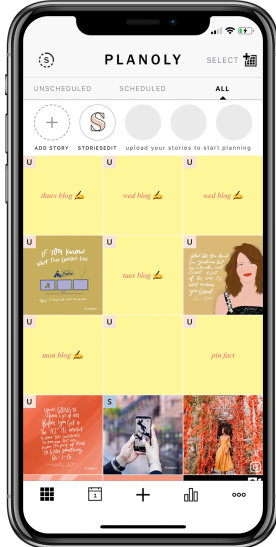
*feel free to use this page to jot down your notes or ideas*

## NOW YOU'RE READY TO PUT YOUR PLANS INTO ACTION!

*Here are a few tools we'd suggest putting into practice to provide you with a smooth holiday season.*

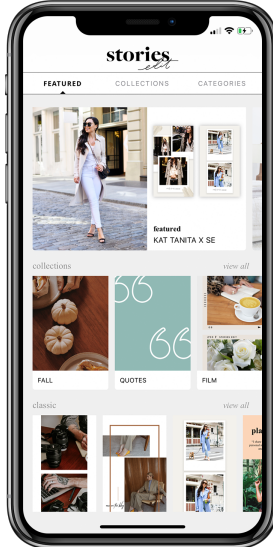
### PLANOLY

Is a great way to ensure that your content is planned out ahead of time, so that you have more free time to relax during the holidays. All you need to do is visually plan your content, schedule it, and choose the **auto post** option so that all of your content will post automatically to Instagram! You can even plan out your **Instagram Stories** ahead of time as well.



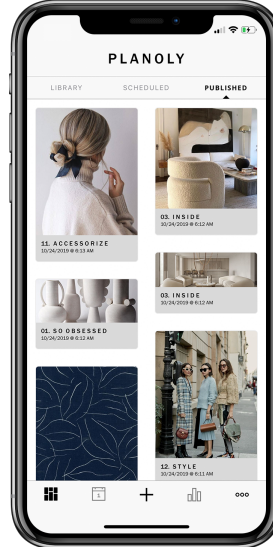
### STORIESEDIT

Is perfect for creating designer Instagram Stories with ease. Our **StoriesEdit** app lets you scroll through a wide array of templates, customize your designs (with different text, shapes, colors, and stickers), and share your designs straight to **PLANOLY!** Look out for our holiday-themed collection coming soon.



### PINTEREST

Is a vital part of any marketing strategy. Our **PIN PLANNER** will help you plan all of your Pinterest content for the holidays! Simply add your content to the **PIN PLANNER**, set the schedule, and your content will automatically publish.



### SHOPLINK

is an integrated tool that lets you tag products in **PLANOLY** to make a shoppable gallery with your Instagram posts. For small businesses, the holidays are all about sales, so making sure your potential customers can easily access your products and services is key.

