

WRAP-UP HOLIDAY PLANNING

CHECKLIST #3



Make the most of the holidays

- Consider partnering with neighboring businesses by providing coupons or handouts at nearby stores
- Leave business cards at nearby stores
- Donate a raffle item to be given away at a neighboring store
- Make asks to other local businesses to partner with you during the holidays

Change up your marketing

- Take notice of any and all marketing efforts your business currently has and evaluate where changes can be made

Follow BBB on Social

- Check online for new holiday planning resources
- Look for additional tips on our social media @BBBCentralOK

Check inventory, IT and promotional materials

- Take inventory
 - Equipment
 - Office supplies
 - Promotional/print materials
- Update computer programs and declutter cloud storage and drive storage

Finalize year-end planning

- Create a plan for the upcoming year
- Develop assets to launch marketing efforts
- Finalize any new services or features that you plan to offer in the upcoming year and create assets to support those programs
- Start conversations with potential partners to your business for events, programs and more!

<https://BBBCentralOkHolidays.com>

Find us on social media @BBBCentralOK

