



FALL MARKETING Checklist



WEBSITE & BRANDING

- ☐ Refresh homepage with fall-themed visuals - update images or banners
- ☐ Update seasonal offerings or services - highlight fall specials, or events
- ☐ Double-check mobile performance - test your site on mobile
- ☐ Add important seasonal details - fall hours, and shipping deadlines

GOOGLE & LOCAL VISIBILITY

- ☐ Update your Google Business Profile - photos, and holiday hours
- ☐ Ask happy customers for reviews
- ☐ Post a fall update or offer directly on your Google listing
- ☐ Promote Fall Offers with Posts - "What's New," "Offers," or "Events"

EMAIL MARKETING PREP

- ☐ Send a "Fall is Coming" teaser email - new offerings or updates
- ☐ Create a fall promotion calendar - Halloween, Thanksgiving, etc.
- ☐ Segment your Audience - new vs. returning customers
- ☐ Include fall-themed subject lines & visuals - 🍁 Fall Into These Deals!

SOCIAL MEDIA ACTION STEPS

- ☐ Post fall-themed product photos or behind-the-scenes shots
- ☐ Share fall scenes or team favorites - leaf-peeping or apple picking
- ☐ Create simple fall reels/stories - DIY, quick tips, fun facts
- ☐ Highlight fall gift ideas or services