

# SOP - Christmas Closure Checklist

## OFFICE / ADMIN

- Empty the fridge and turn off
- Take Pot plant home
- Change the message on the answering machine
- Put a sign on the door about days closed
- Empty bins
- Cancel any pick-ups that fall in the closure period (ie: Bins)
- Mail - do you need to arrange pick-ups whilst off?
- Final allocations for Profit First
- Set up calendars or TOPS for the first week back
- Finalize all invoicing for completed work
- Make payment for invoices that are due within your closure period
- Final pay run
- Schedule social media posts
- Schedule booking reminders
- Set up your phone service to be on after-hours mode for the closure period with a programmed message. Incl in the message how a customer can make a booking during this time (if you have this option available).
- Update website/ socials / google my business with your closure dates and available time
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## WORKSHOP

- Empty bins
- Drain oil catchers
- Review parts and send back what we don't need
- Unplug everything that is unnecessary
- Clean tool trolleys
- Stocktake fast-moving items to enable your parts order to be ready for January.
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## Last but not least

- Celebrate with the team what a great year you have had.**
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# Christmas Marketing Planner

## AUTOMATION

- Service Reminders
- Personalised Christmas Messages / Emails
- Personalised New Year Messages / Emails
- Final End of Year service spots available
- New Year availability - want to book out 1st week back
- Holiday Closure dates

## MARKETING - ORGANIC

- Website banners with messages for the festive season
- Social media scheduling
- Hashtags for FB (2) IG (max 30 per post)
- Profile image change - dress up your logo for Christmas

## MARKETING - PAID

- Ad planner
- Ad target
- Ad schedule
- Ad spend

