10 Ways to Get Your Galleries Ready for Holiday Sales

A practical checklist to help you make more from your existing galleries during Black Friday, Cyber Monday, and the holiday shopping season.

Your next holiday sale could be waiting in a gallery you've already delivered.

We've put together 10 simple steps to help you refresh your galleries, reconnect with past clients, and prepare your photography business for the holiday shopping season.

Save it, print it, and check things off as you go.

Your Holiday Selling Checklist

1. Reactivate your past galleries

Give clients another opportunity to order from sessions you've already delivered, including spring minis, school portraits, and family photographs.

- [ ] Reopen past or expired galleries
- [ ] Extend gallery expiry dates through the holidays

2. Refresh your galleries and pricing

Make sure returning clients can easily find their favorite photographs and shop from an up-to-date selection of products.

- [ ] Review your galleries and highlight your best images
- [ ] Apply current price lists and check your store settings

3. Create a holiday offer

Give clients a reason to shop without relying on big discounts. Consider bundles, spending incentives, or a little something extra with their order.

- [ ] Choose one or two offers that suit your business
- [ ] Set your promotion dates and any genuine availability limits

4. Add holiday cards and photo gifts

Help clients turn their favorite photographs into thoughtful gifts for family and friends.

- [ ] Choose a focused selection of cards, prints, wall art, and gifts
- [ ] Make your holiday products easy to find in your galleries

5. Set up Product Builder

Make it easy for clients to personalize holiday cards and photo products using their favorite images.

- [ ] Create or update a holiday card or gift template
- [ ] Check that clients can preview and personalize their products

6. Make more of every order with Smart Upsell

Encourage clients to add another print or product with spending incentives that reward larger orders.

- [ ] Enable Smart Upsell
- [ ] Review your spending tiers and discounts

7. Get your automated campaigns ready

Let Zenfolio help with seasonal promotions while you focus on shoots, editing, and client deliveries.

- [ ] Review the available Cyber and Holiday Flash campaigns
- [ ] Enroll in the campaigns you want to run

8. Reconnect with past clients

A friendly reminder could be all your clients need to revisit their galleries and order prints or gifts.

- [ ] Prepare a sale announcement with a direct gallery link
- [ ] Plan a reminder and final message before your offer ends

9. Make holiday ordering deadlines clear

Help clients order with confidence by explaining when they need to purchase for their gifts to arrive in time.

- [ ] Check your lab's holiday production and shipping deadlines
- [ ] Add order-by dates to your galleries and client emails

10. Prepare for last-minute shoppers

As holiday deadlines approach, make sure clients still have options that suit their timing.

- [ ] Check available rush delivery options
- [ ] Highlight digital downloads and products with shorter production times

Your Holiday Selling Countdown

Work through the checklist in stages so you're ready when holiday shopping begins.

Stage	Focus	Action	Check
Two weeks before	Get your galleries ready	Reactivate galleries, refresh pricing, and prepare holiday cards and gifts	☐
One week before	Set up your promotions	Enable Smart Upsell, enroll in automated campaigns, and publish ordering deadlines	☐
Black Friday through Cyber Monday	Make the most of the shopping window	Announce your offers, send reminders, and check that campaign banners are live	☐
Cyber Week close	Finish strong	Send your final reminder and highlight upcoming ordering and shipping deadlines	☐

That's it. 10 simple steps to help you make the most of Black Friday, Cyber Monday, and the holiday shopping season, without adding more shoots to your calendar.

Start with the galleries you've already delivered, make it easy for clients to find gifts they'll love, and give your photography another opportunity to work for your business.