

It's Giving Everything

2022 Artist Holiday Success Guide

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Takeaways

- **Maximize** your **sales** this holiday season.
- Understand Society6 **Holiday trends** and **insights**.
- **Apparel refresh** overview.
- **Key shopping dates**.
- **Pro tips** for **promoting your shop**.



Holiday 2022 Overview

It's Giving Everything!

This holiday season, it doesn't matter what you celebrate, it's **how you celebrate** and **who you choose to celebrate with**. It's a time to shine, indulge, embrace one another (and our differences) & **live life unapologetically**—an opportunity to go all out and give your all. Society6 is the destination to **create the holiday you've always wanted**. Shop meaningful gifts that go the extra mile in showing the people who've been there throughout the good, the bad and the ugly, that you care. **Allow your chosen family to feel seen** with unique gifting experiences at any budget, plus curated finds for every character in your life—from the zodiac obsessed to the art lover. Make this one-of-a-kind gifting season, a chance to **give in the spirit. Do holiday your way.**

Holiday Marketing



Whoever is on your list and whatever your budget may be, we've got the perfect roundup of gift guides for you this holiday season. From festive inspiration to come on in and get giving.

[Gifts for Every Budget](#) [Gifts for Everyone on Your List](#) [Gifts By Theme](#) [Gifts By Gift](#) [Artist Gift Guides](#)

Gifts for Every Budget

\$25 and under **\$50 and under** **\$75 and under**

[Under \\$25](#) [Under \\$50](#) [Under \\$75](#)

Gifts for Everyone on Your List

[Give Art Party](#) [Give Her Drama](#) [Give Big Hugs](#)

LONG SLEEVE T SHIRTS
STARTING AT \$35.00
CLASSIC T SHIRTS
STARTING AT \$25.00

CREATE PERFECT GIFTS

DON'T SEE WHAT YOU WANT?
CUSTOMIZE PRODUCTS FOR EVERYONE ON YOUR LIST. JUST LIKE MAGIC!

1. CHOOSE YOUR GIFT

2. SELECT ARTWORK FROM YOUR FAVORITE ARTISTS

3. ORDER AND ENJOY!



Email, Holiday Gift Guides, Holiday Catalog, Organic & Paid Social Media

NOVEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5						
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
			4	5	6	7
		8	9	10		
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Calendar of Key Events

Important Dates

November

New Products! Kids Hoodies & Kids Zip Hoodies.

November 8: Society6 Catalog In-Home

November 15: Cyber Week Promotions Begin

November 24: Thanksgiving (US)

November 25: Black Friday

November 26: Small Business Saturday

November 28: Cyber Monday

December

December 12: Shipping Deadline for Delivery by December 25

December 18-26: Hanukkah

December 24: Christmas Eve

December 25: Christmas Day

December 26 – January 1: Kwanzaa

December 26: Boxing Day

December 31: New Year's Eve



Holiday Trend Report

A Word From the Team

"This year, our holiday campaign is “It’s Giving Everything” and we mean it! With the addition of Kids Apparel this year, we truly have something for everyone on your list. We will be focusing on cozy items like hoodies, our new sweatpants, throw blankets and throw pillows as well as our tried and true staples like coffee mugs, art prints, and decor items such as area rugs and shower curtains."

– Meghan, Senior Merchandising Manager

Trending Themes

Your roundup of trending themes that customers can't get enough of.

Whether you are an illustrator, pattern designer or photographer, we can't wait to see how you interpret these trends in your own unique style.

New Years Eve Dazzle

Groovy Graphic Holiday

Modern Traditional Holiday

New Years Eve Dazzle

Elements of **glitz** and **glam** set a festive tone for any and all holiday celebrations.



Groovy Graphic Holiday

Stay **groovy** this holiday season with **bold** and **colorful retro inspired designs**.
It's all about good vibes and great gifts!



Modern Traditional Holiday

Warm and inviting with a signature rustic touch.
Perfect for wrapping paper, cards and home decor.



Monthly Product Trends

November

Framed Art Prints
Hoodies
New Oversized Long Sleeve
Ringer Tee
Crewnecks
Family Moments (Kids & Adults)
Throw Blankets
Acrylic Trays
Budget-Friendly Gifts

December

Art Prints
Canvas Prints
Framed Art Prints
Family Moments (Kids & Adults)
Hoodies
Crewnecks
Sweatpants
Budget-Friendly Gifts

Budget-Friendly Gifts

Carry-All Pouches
Framed Mini Art Prints
T-Shirts (Adult and Kids)

Tote Bags
Socks
Acrylic Boxes

Phone Cases
Coffee Mugs
Travel Mugs

Posters
Puzzles

Trending & High Demand Products

1. Framed Art Prints
2. Art Prints
3. Posters
4. Throw Blankets
5. Apparel (Adult & Kids)
6. iPhone Cases
7. Coffee Mugs
8. Socks
9. Stationery (Wrapping Paper, Stickers & Notebooks)
10. Bags (Totes, Duffle Bags & Carry-All Pouches)

A Word From the Team

*“We are so in love with our **revamped Apparel collection** and the **new print options** (even more printing options coming soon!), and inspired by the designs we are seeing from the artist community. We have collections launching soon with **Adult + Kids matching styles**, and **new colorways** for Apparel that will take your designs to the next level. **We foresee these being on everyone’s wish list this holiday season.**”*

– Meghan, Senior Merchandising Manager



Apparel Refresh

Exciting Apparel updates - Printing



Small Chest Printing

Full Front, Full Back or Combo Front and Back



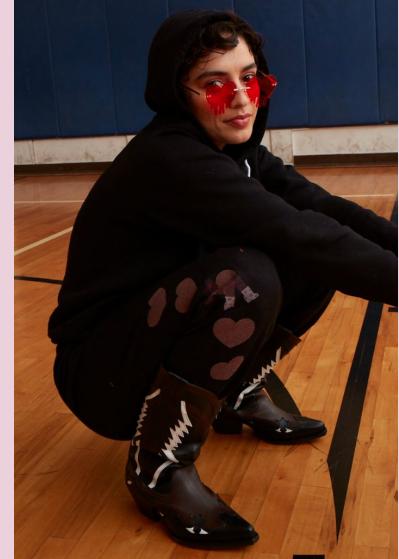
Back and Front Printing

Coming Soon



Side Printing

Combo Side Printing
with Back or Front



More Sweatpants Printing Options

Hip Printing with combo Leg
Printing and Side Printing

Exciting Apparel updates - Assortment



“The Boxy”



Sweatpants



“The Cropped” - Hoodie

Exciting Apparel updates - Assortment



Crewneck Update



“The Ringer”



Kids Apparel

Exciting Apparel updates - KIDS Assortment



Raglan Crewneck



“The Ringer”



Classic T-Shirt



Sweatpants

Exciting Apparel updates - Color Assortment

Focusing on Core Colors - Black, White, Grey, Navy and Creme



Adults

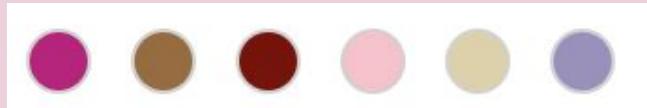
Soft pastels & neutrals



Natural, Soft Pink, Light Blue, Sage,
Lavender, Heather Pink Gravel, Lilac, Grey
Tie-Dye, Blue Tie-Dye

Kids

Saturated brights, toasty browns, burgundy's
with a touch of hot pink & lavender



Hot Pink, Toast, Maroon, Pink, Natural,
Deep Lavender

Q. What's New? A. Experience

The screenshot shows a product page for a black t-shirt with a colorful graphic. The graphic features the text "THINK HAPPY THOUGHTS" in a stylized font, surrounded by a circular pattern of dots and a rainbow gradient. The page includes a navigation bar with links like "SHOP HOLIDAY", "Wall Art", "Home Decor", etc., and a search bar. Below the main image are two smaller images of models wearing the shirt. To the right, there are sections for "STYLE" (Classic, Ringer, Boxy t-shirts) and "COLOR" (black, white, grey, etc.). At the bottom, there are options for "PRINT LOCATION" (Chest Graphic, Full Front Graphic, Full Back Graphic, Chest & Full Back Graphic).

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Blog Discover art Join | Login

SHOP HOLIDAY Wall Art Home Decor Bed & Bath Apparel Kids Bags & Accessories Furniture Tabletop Office Tech Outdoor Licenses Community S6 Essentials

Think Happy Thoughts T Shirt by cafelab

30% off this item today! \$25.00 \$17.50

4 interest-free payments. Available for orders above \$20. Klarna. Learn More

STYLE: CLASSIC T-SHIRTS

COLOR: BLACK

PRINT LOCATION: FULL FRONT GRAPHIC

Reviews ★★★★ (597)

1. Style Selector

2. New Imagery

3. Print Selector



Community Team Tips

Start Now!

Holiday season has begun. Keep **uploading** **new designs** and **enabling** our **holiday product recommendations**.

Set your Prices

Earlier this year, we added the ability to **set your prices** on all **products**.

With the biggest shopping season of the year right around the corner, now is the **perfect time to adjust your prices to maximize earnings.**

Designs Products **Pricing** Earnings

Add New Design

Set Shopwide Pricing Set Pricing by Design

Shopwide Pricing

Use this dashboard to adjust pricing on all of the products in your shop. You may set a shopwide markup % on your products or set individual markups % for each product or product category. For more information on pricing and artist earnings [click here](#).

Minimize All	Base Price \$USD	Markup %	Artist Earning <small>i</small>	Retail Price \$USD <small>i</small>
Set Shopwide Markup %		<input type="text" value="-%"/>		
▼ Wall Art	\$9.09 - \$327.27	<input type="text" value="-%"/>	\$0.91 - \$73.88	\$10.00 - \$360.00
▼ Furniture	\$153.64 - \$908.18	<input type="text" value="10%"/>	\$15.36 - \$90.82	\$169.00 - \$999.00
▲ Home Decor	\$27.27 - \$453.64	<input type="text" value="10%"/>	\$2.73 - \$45.36	\$30.00 - \$499.00
Blackout Curtain	\$53.64 - \$117.27	<input type="text" value="10%"/>	\$5.36 - \$11.73	\$59.00 - \$129.00
Sheer Curtain	\$80.91 - \$117.27	<input type="text" value="10%"/>	\$8.09 - \$11.73	\$89.00 - \$129.00
Wall Tapestry	\$27.27 - \$77.27	<input type="text" value="10%"/>	\$2.73 - \$7.73	\$30.00 - \$85.00
Throw Pillow	\$31.82 - \$54.55	<input type="text" value="10%"/>	\$3.18 - \$5.46	\$35.00 - \$60.01
Wall Mural	\$350.00 - \$450.00	<input type="text" value="10%"/>	\$35.00 - \$45.00	\$385.00 - \$495.00

Share Share Share

Use **social media** to reach your customers and **spread the word** this holiday season.

Keep your followers in the loop by **posting about newly uploaded designs, new products, giftable collections** and our **holiday promos**.



Promote Promotions

In the coming weeks, we'll start running our biggest sales of the season. All promotions sent weekly in the Artist's Heads up email.

Promos are a great way to drive sales volume so don't forget to share!



Earn More with The Affiliate Program

If you haven't joined our **Artist Affiliate Program** yet, what are you waiting for?! Sign up, share using your **affiliate link** and **earn an extra 10%** on sales that you refer.

Pro Tip: Add your affiliate link to your Instagram bio to make it even easier for customers and followers to shop your products.

Help Customers Find your Work

Review the titles and **tags** of your designs to keep them as **simple**, **descriptive** and **accurate** as possible.

It's **best to keep titles short** and be sure to **avoid hashtags**.

Pro Tip: When tagging your designs, focus on your intent for the design and be precise with the tags you add. When possible use single word tags. If you do want to use more words, keep it to a maximum of 3 and use dashes (-) in between words instead of spaces.

Q: Which social platform is best to promote my artwork?

Q: Do we have a calendar of upcoming promotions?

Q: Should I continue to upload holiday themed artwork in November?

Q: How many designs should I sell or upload on each product?

Q&A

**Thanks for watching &
Happy Holidays!**

From the Society6 Artist Team

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