

*How to Launch, Sell, and Grow with Holiday Shops*

MOQ1

*Holiday Shops Playbook*



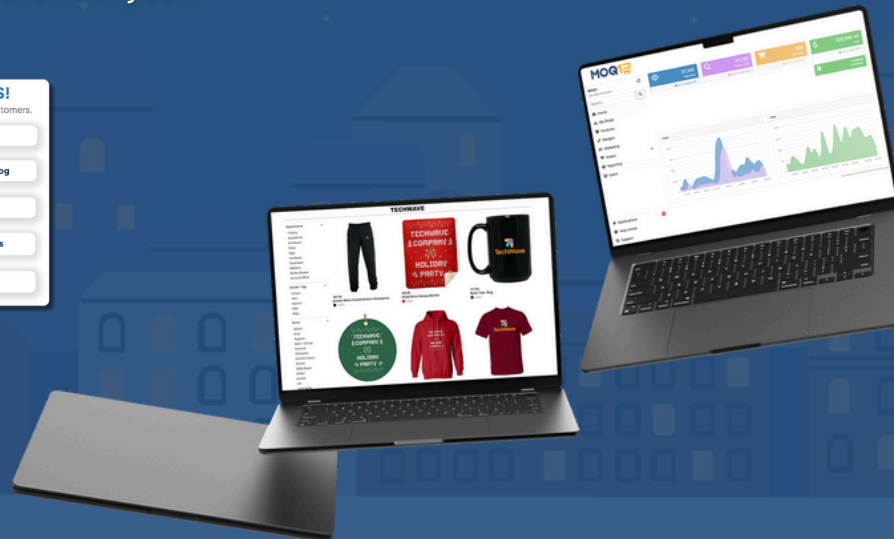
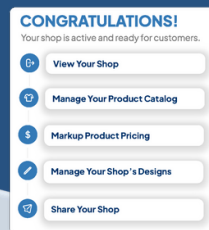
# Why Holiday Shops Matter

The holiday season is the biggest opportunity of the year for branded merchandise.

Whether it's corporate gifts, school fundraisers, or employee appreciation, clients are looking for meaningful ways to share branded products with their communities.

With MOQ1, distributors can launch **Holiday Shops** in minutes — **no upfront costs, no inventory risk, and no heavy lifting**. Each shop comes fully stocked with curated products, automated reporting, and world-class on-demand fulfillment.

The result? You can deliver a **turnkey solution** that makes clients look good, drives incremental revenue, and strengthens your relationship heading into the new year.





# Industry Context & Trends

**The holiday season is the single biggest window for branded merchandise**

— and client expectations are shifting fast. Distributors who adapt to these trends can capture more seasonal revenue and deliver real value to their clients.

## Corporate Gifting is Booming

U.S. corporate holiday gifting has surged in recent years, with companies viewing it as a strategic investment in loyalty, retention, and brand perception. A thoughtful gift strengthens business relationships and can directly impact repeat sales. ([PPAI](#))

## Personal Choice Matters

Today's recipients want flexibility. 77% of consumers say it's important that a holiday gift reflects their individual tastes, and 69% of employees prefer to choose their own gift ([PPAI](#)). Online holiday shops deliver exactly that — branded collections where each person selects what they want.

## Apparel Tops the Wish List

Branded apparel is still the most popular holiday gift category. 53% of consumers favor apparel or fashion accessories as holiday gifts ([PPAI](#)). MOQ1's DIGISOFT® apparel production makes it possible to deliver vibrant, retail-quality clothing in time for the holidays.



# Industry Context & Trends

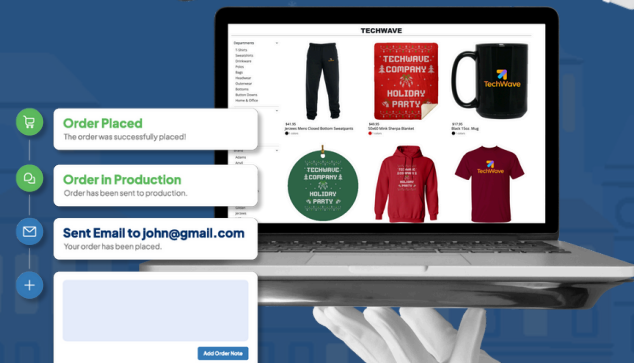
## Sustainability & Smarter Production

67% of consumers say sustainability is important when choosing holiday gifts (McKinsey & Company). Print-on-demand fulfillment — the model MOQ1 is built on — is more eco-friendly because it eliminates over-ordering, reduces waste, and ensures only the products people actually want are produced. For distributors, that means every Holiday Shop delivers a sustainable solution that's both fast and high-quality.

## Timing is Everything

Traditional promo holiday orders need to be placed weeks or even months in advance to guarantee Christmas delivery. MOQ1 eliminates that barrier with on-demand production and shipping within hours of each order — meaning clients can actually launch and shop in-season.

These trends all point to one thing: **distributors who can deliver flexible, personalized, on-demand holiday gifting solutions will win more business** — and MOQ1 Holiday Shops are the fastest way to make it happen.





# What Are Holiday Shops?

A Holiday Shop is a short-term, branded online store designed to capture seasonal demand. Instead of handing clients a static catalog, you can provide a curated, interactive shop filled with products tailored to their audience. The best holiday shops are:

- **Turnkey** – effortless setup, easy management, fast fulfillment, and direct delivery to every shopper.
- **Built for choice** – with a wide range of seasonal products so every recipient finds something they love.
- **Open for a limited-time** – short-run shops that drive excitement and action.

For clients, this means a modern shopping experience that's easy to share with their employees, members, or supporters. For distributors, it means an effortless way to create new revenue streams while delivering high-impact solutions.



# Core Use Cases

**Holiday Shops are flexible and can be positioned for nearly any type of client. Some of the most common (and profitable) use cases include:**

## **Corporate Gifting**

Companies are looking for ways to thank employees and clients. A Holiday Shop gives them an easy way to distribute branded apparel, mugs, ornaments, or gift bundles without the hassle of ordering, storing, and shipping.

## **School Spirit Wear**

Seasonal collections for winter sports, holiday breaks, or special events like homecoming and alumni drives. Perfect for schools and booster clubs looking to boost spirit and fundraising at the same time.

## **Nonprofit & Community Fundraising**

From youth organizations to charities, nonprofits can run a Holiday Shop as a zero-risk fundraiser, keeping the profits while MOQ1 manages everything behind the scenes.

## **Events & Clubs**

End-of-year banquets, holiday festivals, or alumni gatherings all benefit from short-term shops that make participation easy.

## **Employee Engagement**

HR teams can surprise employees with exclusive holiday merchandise, delivered through a private shop link — giving staff a choice of products while keeping distribution simple.



# Why MOQ1 is Built for Holiday Shops

Holiday Shops thrive when they are fast, flexible, and scalable — exactly what MOQ1 was designed for.

## Launch in Minutes

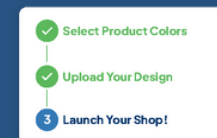
- Shops can be created instantly, pre-populated with curated holiday products and designs.

## Unlimited Shops, Unlimited Designs

- Serve every client without worrying about caps, setup fees, or hidden costs.

## World-Class Fulfillment

- Apparel powered by DIGISOFT® plus thousands of other in-stock products, all produced and shipped quickly.



# Why MOQ1 is Built for Holiday Shops

## On-Demand, In-Season Ordering

Unlike traditional promo orders that must be placed weeks (or even months) in advance, MOQ1 produces and ships within hours of each order being placed. That means clients can launch and shop right up to the holidays.

## No Fees or Inventory

Shops are completely free to create and require no upfront investment.

## Automated Reporting & Commission Tracking

Every order is tracked, every payout automated — so you can spend more time on growth and client relationships.

With MOQ1, distributors can meet holiday demand without adding complexity to their business — while delivering modern, memorable experiences that clients love.





# Creating and Managing Holiday Shops in MOQ1

Launching a Holiday Shop in MOQ1 is nearly instant — shops can be live in seconds, with optional customizations that only take a few extra minutes.

## Log in or Create Your Free Account

Get started instantly — no fees, no setup costs.

### How to get started:

[Go to MOQ1.com](https://www.moq1.com)

Click Create FREE Account

Fill out the quick sign-up form

**⚠ Note:** All new accounts are manually reviewed to ensure MOQ1 is used exclusively by promo professionals.

## Click + Create Shop

Walk through MOQ1's simple 1-2-3 creation process:

1. Choose your product colors
2. Upload your logo
3. Launch your shop

## Curate Products or Designs (Optional)

Want to add featured products or exclusive holiday artwork? MOQ1 makes it easy to customize each shop exactly the way your client wants.



## Track Performance with Built-In Reporting

Monitor sales, commissions, and orders in real time. Every detail is handled for you, so you can focus on client relationships and growth.

With MOQ1, distributors can launch a fully branded Holiday Shop in seconds — and expand it with curated products and designs in just a few minutes.

# Selling Holiday Shops to Your Clients

**Holiday Shops aren't just simple to create** — they're also a powerful way to strengthen client relationships and generate new revenue. Here's how distributors can position and sell them effectively:

## Audit Your Accounts

Look at client activity over the past 12–24 months. Who purchased holiday gifts, seasonal apparel, or ran fundraisers? These are your top prospects for a Holiday Shop.

## Proactively Gift Shops

Don't wait for a client to ask — surprise them with a ready-to-go shop at no cost. Seeing their logo on festive products creates instant impact and shows you've done the work for them.

## Walk Clients Through the Advantages

- Zero cost, zero inventory
- Easy distribution via link or QR code
- Modern shopping experience employees, members, and supporters will love
- Seasonal urgency (limited-time availability) drives higher engagement





# Selling Holiday Shops to Your Clients

## Use MOQ1 Templates and Marketing Tools to Communicate

Simplify your client outreach with pre-built emails, flyers, and social media posts. Provide assets they can use to announce and promote their shop immediately.

## Coach Clients on Promotion

Encourage clients to:

- Share the shop link in email blasts
- Post on their social channels
- Use QR codes on flyers or event signage
- Reinforce order deadlines to create urgency

## Share Results to Build Momentum

After the shop closes, use MOQ1's reporting to show clients how it performed — total orders, dollars raised, most popular products. Sharing results demonstrates value and sets the stage for repeat seasonal shops year after year.

Selling Holiday Shops is about making it easy for clients to say “yes.” By gifting them a shop upfront and providing tools to drive participation, you’ll position yourself as an indispensable partner during the busiest season of the year.



# Holiday Shop Examples

Holiday Shops can be **tailored for almost any client type**.  
Here are a few examples to help you visualize the possibilities:

## Corporate Gift Shop

A regional bank wants to thank employees and clients during the holidays. Their Holiday Shop features branded mugs, blankets, and hoodies with festive overlays. Employees receive a shop link by email, choose their gift, and orders ship directly to their homes — no bulk orders, no distribution headaches.



## School Spirit Holiday Shop

A high school booster club launches a Holiday Shop featuring hoodies, crewnecks, ornaments, and beanies decorated with the school mascot. The shop runs for two weeks in November, generating fundraising dollars while giving families holiday-ready apparel and gifts.





# Holiday Shop Examples

Whether it's corporate gifting, school spirit wear, fundraising, or community events, *Holiday Shops are flexible, scalable, and instantly impactful.*

## Club or Event Shop

A gym hosts a holiday fitness challenge and gifts participants a shop link. Members can order branded gear like water bottles, sweatshirts, and duffel bags, creating excitement around the program while reinforcing community.



## Nonprofit Fundraiser Shop

A local animal shelter creates a Holiday Shop with pet-themed designs on mugs, t-shirts, and tote bags. Supporters purchase items as gifts, with profits going directly back to the nonprofit — raising awareness and funds at the same time.



# Let it Grow, Let it Grow, Let it Grow.

Every Holiday Shop you launch is more than a seasonal project — **it's a chance to strengthen relationships, surprise clients, and prove your value.** MOQ1 makes it effortless so you can focus on what matters: growing your business.

## Log in or Create Your Free Account

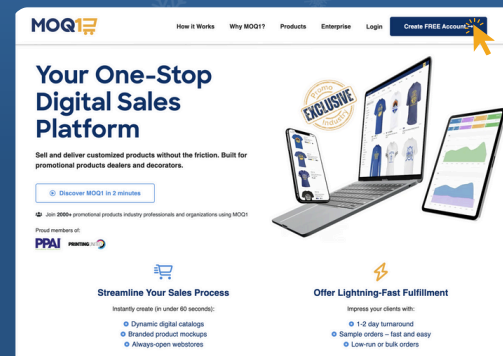
Get started instantly — no fees, no setup costs.

### How to get started:

[Go to MOQ1.com](https://www.mq1.com)

Click Create FREE Account

Fill out the quick sign-up form



**⚠ Note:** All new accounts are **manually reviewed to ensure MOQ1 is used exclusively by promo professionals.** This protects your business by preventing end users from signing up or accessing wholesale tools. Most accounts are approved within one business day.

### Connect with us:



@moq1hq



@moq1



@moq1hq



@moq1hq

### Resource Links:

- [Growth Toolkit](#)
- [Help Center](#)
- [Facebook Community](#)

