



Seasonal Lighting Launch Checklist

How to Create an Eye-Catching Display That Brings in Foot Traffic

STEP 1: Choose Your Promotion Season

- Spring kickoff
- Summer events
- Back-to-school buzz
- Fall festivals
- Holiday shopping season
- Grand opening or business anniversary

STEP 2: Define Your Lighting Goal

- Attract new foot traffic
- Increase visibility from the street
- Reinforce your brand colors
- Create a photo-worthy moment
- Make customers feel welcomed

STEP 3: Plan Your Display Theme

- Seasonal color scheme (e.g., spring pastels, winter sparkle)
- Special events (Mother's Day, local parades, etc.)
- On-brand color-changing effects
- Clear start and end date for your display
- Coordinate with in-store promos or signage

STEP 4: Prep Your Site

- Walk your property-identify power sources and lighting zones
- Choose weather-proof, durable lighting
- Prep installation area (clean, measure, clear obstacles)
- Capture 'before' photos

STEP 5: Promote the Glow-Up

- Post teaser on social media: 'We're lighting up next week-stay tuned!'

- Host a launch event or ribbon cutting
- Invite local influencers or community leaders to snap photos
- Use lighting in email promos or limited-time offers

STEP 6: Capture & Reuse

- Take 'after' photos (day & night)
- Record video reactions or walkthroughs
- Share on social media, website, Google listing
- Add to next season's promo materials

Need help making it happen?

Book a free lighting consultation at [TwinkleNights.com](https://www.twinkleNights.com) and bring your vision to life.