

Holiday Marketing 101

Tips and resources to improve your marketing this holiday season





There's nothing small about the holiday season when it comes to small business.

According to the National Retail Federation, 20 to 40 percent of yearly sales for small and mid-sized retailers take place within the last two months of the year.

It's the time of year when people spend big, and — if you've got the right plan in place — shop small.

That's why we created this guide!

The goal of this guide is to get you ready for the upcoming holiday season and offer simple strategies to help you be a better marketer and make the most of this important time of year.

Here's what we'll cover:

[How to Prepare Your Marketing for the Holidays](#)

[How to Build Holiday Momentum for Your Business](#)

[5 Ideas for Your Holiday Marketing Campaign](#)

[How working with your solution provider will make this holiday season a success](#)



Preparing Your Marketing for the Holidays

Hopefully you've already started thinking about how you're going to make this year's holiday season worth celebrating.

Aside from the usual rush around traditional holidays, don't forget the big shopping days that kick off the season:

- **Black Friday:** [November 27th](#)
- **Small Business Saturday:** [November 28th](#)
- **Cyber Monday:** [November 30th](#)

When it comes to your holiday marketing, no tool will offer more opportunities to increase sales this season than email marketing.

According to marketing analytics company, Custora, email marketing was the number one driver of sales on Black Friday 2014, resulting in 27.3 percent of online sales.

Let's take a look at some of the big things you'll need to keep in mind as you head into the holiday season.



Preparing Your Marketing for the Holidays

1. Create a great holiday offer

With so much competition from the “big guys” and other local businesses, coming up with a compelling offer could be the secret to this year’s holiday success.

2. Leverage the channels that matter

The holidays are a busy time for your customers. That’s why it’s important to use the right channels, like email and social media, to get in front of the right people.

3. Get organized

Organize your database before the holiday season arrives. Put your loyal, new, and potential customers into different lists. This will allow you to target each of these audiences with relevant offers during the holidays.

4. Plan to stay connected

Encouraging new customers to join your email list will allow you to deliver results beyond the holiday season.



Build Momentum for the Holiday Season

Many of your biggest competitors have already started generating buzz for the holidays.

While you may not have a million dollar TV budget or a Grammy-worthy holiday jingle to do it, you do have the tools you need to connect with your audience and deliver content and offers that will get them excited to shop small this holiday season.

A September 2015 survey of online retailers found that 59 percent of retailers in the US and UK have kicked off their holiday promotional campaigns. (ChannelAdvisor)

In this section, we'll take a look at actionable tips to help build momentum as you head into the holiday season.

Tip



Constant Contact has customizable email templates designed to save you time this holiday season. Let's work together to design the perfect template for your business. [Log in.](#)



Build Momentum for the Holiday Season

1. Develop a schedule to build momentum

Map out the weeks leading up to and through the holiday season with specific business goals for each of the big days. The holidays you target may vary based on your business and your audience.

2. Get creative

Use email to announce your holiday plans, remind people about important dates and deadlines, and thank people for shopping small during the holiday season.

3. Be a resource; not just a sales pitch

Provide your audience with resources they can actually use this holiday season. It can be something as simple as time-saving tips or last-minute gift ideas.

4. Don't do too much, too soon

Don't overwhelm people with too many promotions early in the season. Instead, target your audience with relevant offers when they're actually ready to shop.




Ideas for Your Holiday Marketing Campaign

Depending on your business, there are a number of different campaigns you could run during the holiday season.

The type of campaign you decide to run will depend on the products and services you offer, and the audience you're trying to reach. You will also need to consider the type of results you're looking for, and your overall goals for the upcoming season.

Constant Contact has the tools you need to create campaigns that will deliver measurable results beyond the inbox. Whether you're looking to host a holiday event and collect registrations online, or promote a coupon and easily track how many people have redeemed your offer — Email Plus campaigns will help you become a better marketer.

To help you get started, we've compiled a list of possible campaigns you can try out.



Tip ★★

Once you decide what type of campaign you want to run, schedule your promotional messages in advance. You can schedule your emails within Constant Contact. [Facebook also allows you to schedule your updates in advance.](#)



Ideas for Your Holiday Marketing Campaign

1. Offer a coupon

The key to a great offer is that it's compelling enough to get people to act. You can add a coupon to any email and let customers redeem in-store or online.

2. Plan an event

Hosting a holiday event is the perfect way to thank customers for their continued support. It's also a great opportunity to interact with your audience face-to-face.

3. Run a contest

Contests are a great way to engage your audience, and can help generate buzz during the holiday season. Come up with a prize that your customers will love, and encourage them to enter by providing their email address.

4. Add value

If running a promotion doesn't fit your business, you can still do something special for your customers by sending a thank you email or offering something of value.



Ready to get started?

As your trusted Solution Provider, I'm here to help you start preparing your holiday marketing! By working together and taking small steps now, you can set yourself up for success and make this your most profitable season yet.

Let's get started putting together a promotional plan for the holidays that will bring customers back in your door.

Contact me today to get started!
TOM WALSH
SKY MARKETING SERVICES
Tom@SkyMarketingServices.com
702-498-9298

