

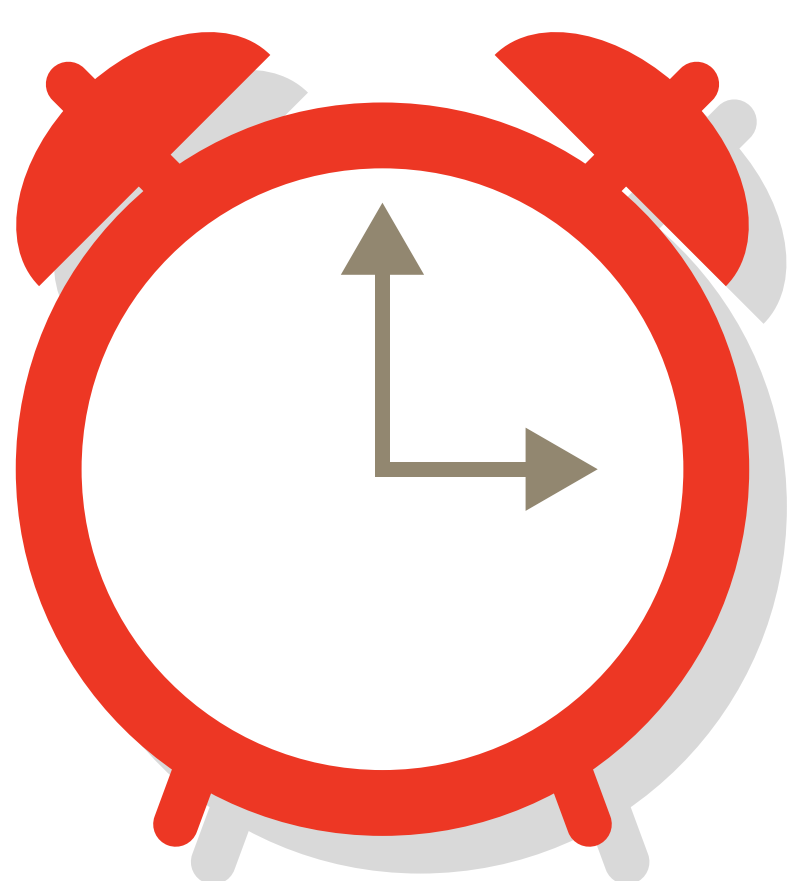
Holiday Promotion Guide

Tips and Resources to Improve Your Marketing This Holiday Season





There is nothing SMALL about holiday season when it comes to Small Business



The countdown has begun-
The Holiday Clock is Ticking

The last thing that you want to confront as a small business owner to wake up one morning and realize that you do not have a holiday promotion plan.

According to National Retail Federation, 20-40 percent of the yearly sale takes place within the last two months of the year for small and medium businesses.

The goal of this guide is to get you up and running with your holiday promotions by offering simple strategies to better market your products and services and make the most of this important time of year.

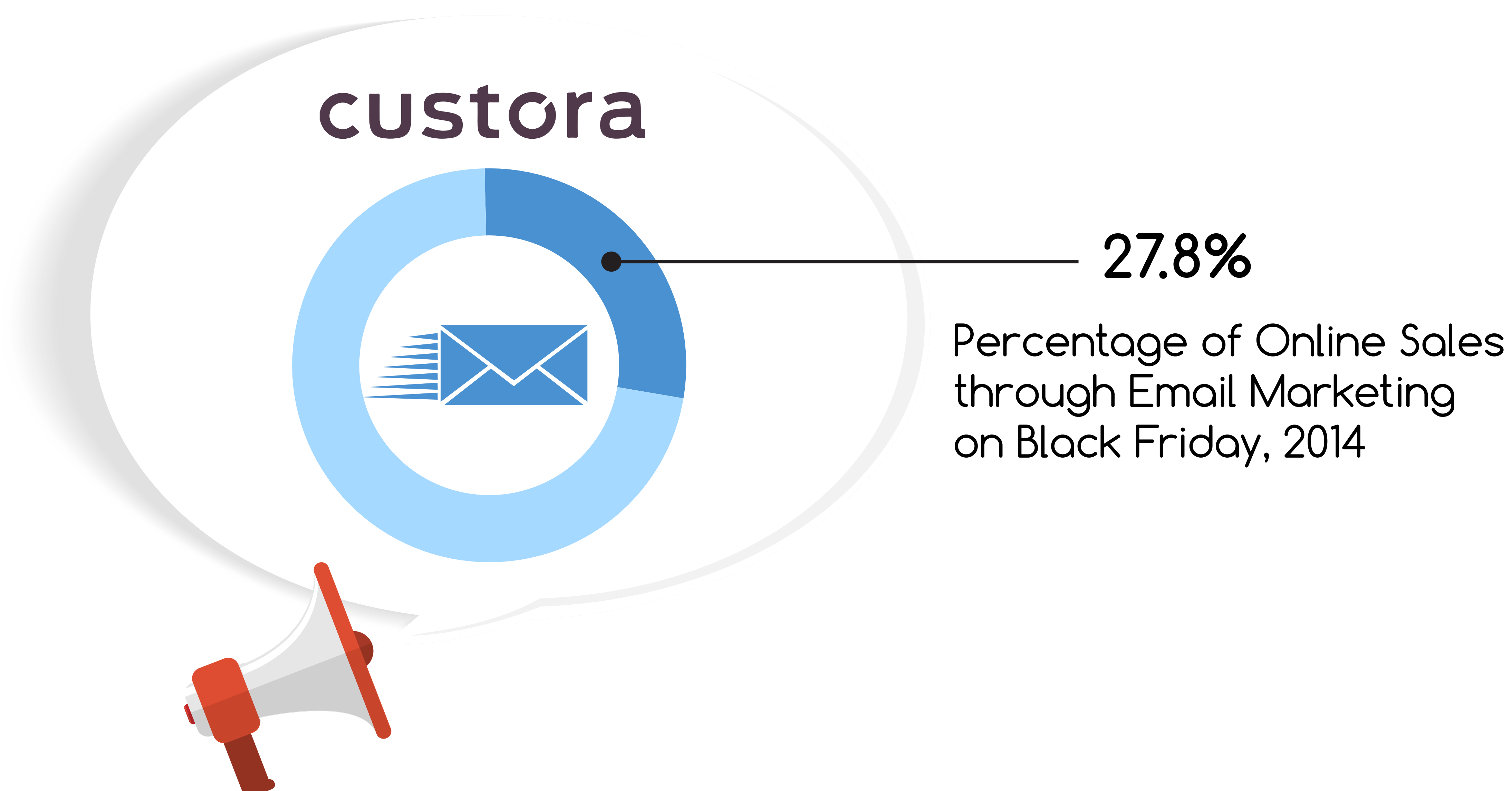
Preparing Your Marketing for the Holidays

Trust, by now you have started thinking about how you are going to make 2017's holiday season worth celebrating.

Aside from the natural rush during traditional holidays, do not forget the three days that kick off the season:

- ❄️ **Black Friday:** November 24, 2017
- ❄️ **Small Business Saturday:** November 25, 2017
- ❄️ **Cyber Monday:** November 27, 2017

According to Custora (a marketing analytics company), email marketing was the biggest driver of sales on Black Friday 2014, which brought in a whopping **27.8 percent** of online sales.





So, let us find some of the big things that all small business owners need to keep in minds as we head into the holiday season this year.

#1. Create an exclusive holiday offer



With so much of competition from other local small and medium businesses and the 'big guys', come up with a compelling offer which can be the secret to your holiday success this year.

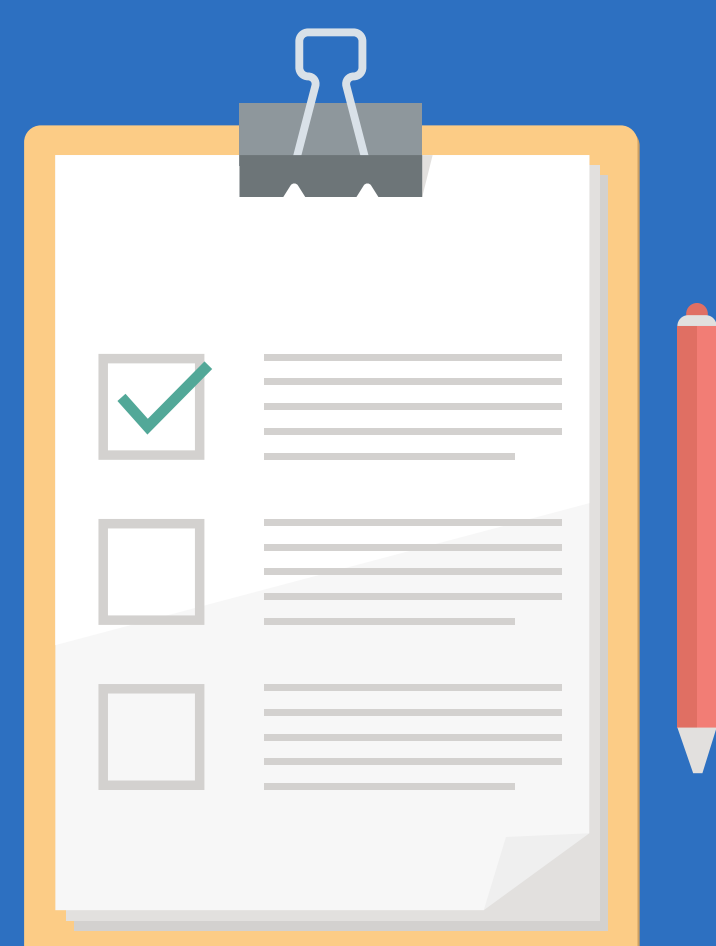
#2. Leverage only those channels that matter

Just like you, holidays are busy time for your customers too. Therefore, use the right channels like social media and emails to get in front of the right people.



#3. Get Organized

Put all your potential, loyal, and new customers into different lists. Segmenting your email list will allow you to reach each of these audiences with appropriate offers during the holidays.



#4. Stay Connected

Encouraging new customers to join your existing mailing list will help you to enjoy results even when the holidays are over.



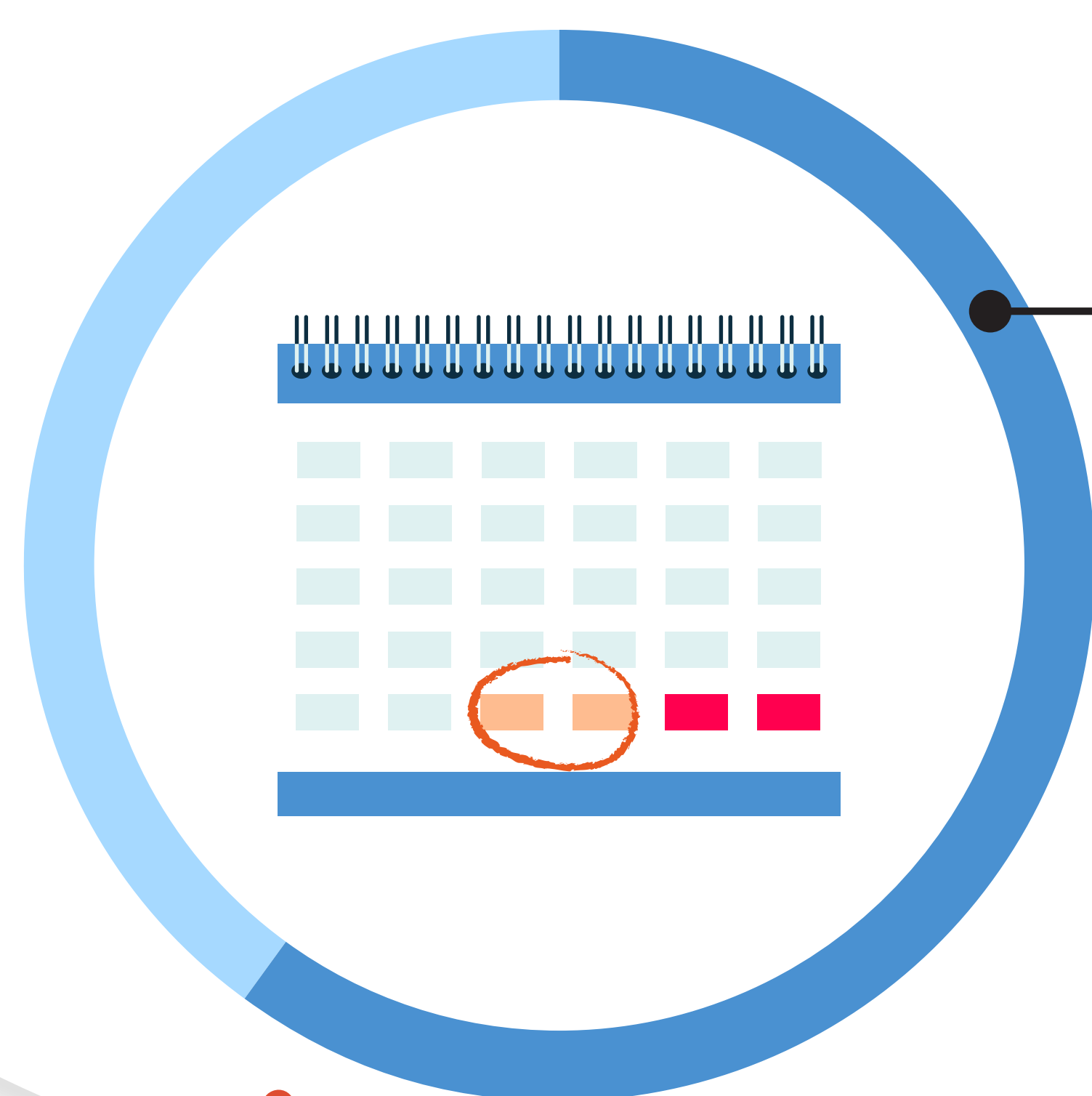


Build Momentum for the Holiday Season

Being a small business owner, while you may not have a Grammy-worthy jingle or a few million dollars to spend on TV ads; you certainly do have tools that you need to keep your business connected with the audience. Deliver irresistible offers wrapped in customized content that will get your audience excited to shop small this year.

A survey conducted by **ChannelAdvisor** in the month of September found that **60 percent** of retailers in UK and US kick off their holiday promotional campaigns as early as **60 days before** the holiday season.

channeladvisor®



60%

Percentage of Retailers kicking off their holiday promotional campaigns 60 days before the holiday season





Here are some actionable tips to help you build momentum as you head into the holiday season in 2017.

#1. Create a schedule to build momentum



Map out the weeks and days leading up to and through the holiday season with precise and elaborate business goals for each of the big days. However, your targeted holidays may vary in accordance to your audience and business.

#2. Get Creative



Keep reminding people by using email to announce your holiday plans and about the important dates and your offer's deadlines. Also, remember to thank your customers for shopping small during the holiday season.

#3. Do not go by a sales pitch alone



Give your audience resources that they can actually use. It can be as simple as last-minute gift ideas, a bunch of creative holiday season offer templates, or even simple time-saving tips.

#4. Do not overdo things too soon



Do not overwhelm your audience with too many promotions early in the season. Instead, after promoting your offer over social media and email, wait patiently to target your audience with relevant pre-decided offers, when they are actually ready to shop.



Ideas for your Holiday Marketing Campaign

Depending on your type of business, there are different types of campaigns that you could run during the holiday seasons, which is completely based on the products or services you want to offer to your audience. **ConvergeHub CRM for small business** has the tools you need to create campaigns that will surely deliver results beyond your audience's inbox.

Therefore, whether you are trying to collect registrations online, host a holiday event, or promote a coupon code and easily track how many people have redeemed your offer- ConvergeHub's email templates and campaign generator functionality will help you to become a better marketer.

ConvergeHub

ConvergeHub CRM for small business has the tools
that you need to create campaigns that will surely deliver results
beyond your audience's inbox



To help get the ball rolling, we have compiled a list of possible campaigns you can get started with.

#1. Offer a coupon



The versatility of offering a coupon is that you can attach a coupon to any email and let your audience redeem it in-store or online. Therefore, make it compelling enough to get people to act.

#2. Plan for an event



Hosting a holiday event is just another perfect way to thank your customers for their continued support. Events are also encouraged since they are great opportunities to help you interact with your customers face-to-face.

#3. Run a contest



Contests are unique ways to be engaged with your customers. Come up with as many ideas of prizes that your customers will love and encourage your audience to participate in the contest by providing their emails.

#4. Add value



In case, running a promotion does not fit your business, you can still send thank you emails to your customers during the holiday season and along with it offer your brand's admirers something of value.

Notes:

- ❄ If you do not want holiday emails to hit the spam box, be sure to remove inactive subscribers from your email recipient's list. Try for reactivation campaign focusing on great holiday deals, and be sure that you know how spam filters work, so that you can avoid them. – **MailChimp**
- ❄ 71% of shoppers who visits the store during the holiday season say that email offers has been important for influencing their purchase - **Yesmail Interactive**
- ❄ 54% of small and medium businesses who used email marketing during the holiday season said their efforts were extremely successful - **Experian**
- ❄ 44% of shoppers claim they have purchased a product they have seen, which has been shared on social media websites - **Steelhouse & Instant.ly**
- ❄ 88% of people use social media websites for communication with their proffered brands - **Offerpop**
- ❄ 1.5 Billion Thanks-giving cards are sent during the holiday seasons in the US - **USA Today**
- ❄ 49% of small and medium businesses send calendars or cards as gifts - **Amex Open**
- ❄ 26% of companies send gift certificates for stores or restaurants.
- ❄ 26% of small and medium businesses send gift certificates for restaurants and stores - **Amex Open**

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