



Your best holiday season ever starts today.

HOW TO CREATE A GREAT OFFER

1

Set Your Goal

What's your vision of success? Of course you'll want people to visit your store. But what specifically would make the holidays a success for you? What is that dollar amount? How many existing customers would you like to get in the store? How many new customers?

Write down your goals. Pick ONE that you'll use for this offer.

2

Understand Your Audience

Understand who you're talking to so you can make an offer that appeals to them. To get started, think about one of your best customers. Create an offer that would appeal to that person specifically.

Write down your answers. Pick ONE that you'll use for this offer.

What does your best customer want or need? What would really "Wow!" this customer?

What is it about your business that would make this person want to refer you to their friends?

3

Understand Your Value

Your customers have a lot of options—why would they want to support your business?

What products or services do you provide to make your best customer's life better?

There are probably many things that make you valuable to your audience. Write them down.

Pick ONE key aspect of your value to use for this offer.

4

Create Your Great Offer

Take the one thing you chose from steps 1-3 and put them together to answer the question:

Why should someone come into your store for your holiday offer?



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EMAIL & FACEBOOK PROMOTIONAL PLAN

Sample 3-email promotion plan:

Email 1

Announce your holiday offer (send when you have your offer ready). Let your customers know about your offer and why they should act on it.

Email 2

Send a reminder just before your offer expires. This is it. Your holiday offer is almost up. Let your contacts know this is their last chance to take advantage of it.

Email 3

Send a "Thank You" email to your customers. It's time to say "Thank you!" to everyone who came out to shop with you this holiday season. Expressing your gratitude goes a long way in creating long lasting customer relationships. You can even send along another offer they can use later in the year so you get people back to the store.

Sample 3-post Facebook promotion plan:

Post 1

Ask people to join your email list to get a special offer. Include a link to your sign-up form with the following status:

"Shop small this holiday. Join our email list for a special holiday offer."

Post 2

Remind people they still have time to get your holiday offer. Post a relevant image to your Facebook Page with the following status (be sure to include a link to your sign-up form):

"There's still time to get our special holiday offer. Join our email list to get it sent to your inbox. "

Post 3

Say "Thank you!" Post an image of you and your staff to your Facebook Page with the following status:

"Thank you for shopping small this holiday."