

Create Your 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.

3 Understand your value

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

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.

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?

Where is your audience? (Are they primarily finding you on social media, listing sites, your website, etc.?)

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?

Plan your digital ads

1 Pick 3 of your best sellers

Start by picking out your 3 best selling items to focus your ads around.

Product 1: _____

Product 2: _____

Product 3: _____

3 Write your ad text

Think about text that's short and sweet. Let people know what you're offering, how it will help them, and what they should do next.

Product 1

Headline: _____

Description: _____

Product 2

Headline: _____

Description: _____

Product 3

Headline: _____

Description: _____

2 Write down your keywords/interests

Think about some of the main keywords or interests associated with each of those products. We recommend expanding your list to at least 40 for a Google Ad.

Product 1 keywords & interests to think about:

Product 2 keywords & interests to think about:

Product 3 keywords & interests to think about:

4 Set your budget

We recommend setting aside \$100 to test your ads.

5 Review & maintain your ad

Spend some time after your ads are done running to view their performance.

[Learn how to view the results of a Google Ad](#)

[Learn how to view the results of social media ads](#)

Ideas for November

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14 Facebook & Instagram ad – direct to purchase	15 Email: Announce your offer Social: Announce your offer	16
17	18 Social: Behind-the-scenes, holiday prep	19	20 Social: Share your favorite Thanksgiving tradition	21 Email: Remind about your offer	22 Social: Reminder about your offer	23
24	25 Social: Holiday gift guide	26	27 Social: Poll – What’s your favorite product?	28 Thanksgiving	29 Black Friday	30 Small Business Saturday

	Holiday Event
	Email
	Social media
	Ads
	Website
	Listings

Ideas for December

S	M	T	W	T	F	S
1	2 Cyber Monday	3 Giving Tuesday	4 Social: Holiday prep tips	5	6	7
8	9 Email: Announce offer Social: Announce offer	10	11 Social: Join our email list for exclusive offers & info	12	13 Social: Product 1 feature	14
15	16 Email: Remind about offer Social: Remind about offer	17	18 Social: Happy holidays video	19	20 Social: Product 2 feature	21
22 Hanukkah starts	23 Email: Last chance reminder Social: Last chance reminder	24 Christmas Eve	25 Christmas Day	26 Email: After-holiday offer	27 Social: Announce after-holiday offer	28
29	30 Hanukkah ends	31 Social: Remind about after-holiday offer	Jan 1 Email: Remind about after-holiday offer	2 Social: Last chance reminder about after-holiday offer	3 Email: Last chance reminder about after-holiday offer	

	Holiday Event
	Email
	Social media
	Ads
	Website
	Listings

November 2019

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	Jan 1	2	3	