

Holiday Marketing 101

**Practical, step-by-step online
marketing advice to help you
grow 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 30 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 with simple strategies to help you become a better holiday marketer.

Here's what we'll cover:

How to Prepare Your Marketing for the Holidays

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How to Execute Your Holiday Plan

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How to Prepare for Ongoing Success After the Holidays

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Holiday Marketing Prep

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

When it comes to your holiday marketing, there are several online marketing tools to help you reach existing customers and even find new ones.

Leverage a variety of online marketing tools and channels that matter for your audience and your industry to have the most impact.

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.

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 success.

Learn more: [How to Create a Small Business Saturday Offer](#)

Seasonal Shopping Days

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

Black Friday:

November 27th, 2020

Small Business Saturday:

November 28th, 2020

Cyber Monday:

November 30th, 2020

Giving Tuesday:

December 1st, 2020

Holiday Marketing Prep

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 to get in front of the right people.

Think about all of the ways people can find and communicate with you online. You want to be able to communicate with existing customers as well as potential new customers. Think about optimizing your website, using email marketing, social media, and even online listing and review sites. You'll want to think about your organic strategy as well as extending your reach with paid options like Google Search Ads and social media ads.

Learn more: [Small Business Online Marketing Strategies](#)

3. Get organized & plan your schedule.

Decide on the messaging you'll use for each channel and plan out your schedule. Determine when you'll run ads, send emails, and share on social media to engage your current and potential customers.

Learn more: [4 Tips for Keeping Your Business Organized During the Holiday Season](#)

4. Plan to stay connected.

Encourage new customers and prospects to join your email list before and during the holiday season so you can continue to influence them year-round.

Learn more: [3 Things Smart Business Owners Do to Grow Their Email List](#)

Holiday Marketing Prep

Ideas

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.

Learn more: [Create the Perfect Offer: 4 Questions You Need to Ask First](#)

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.

Learn more: [How to Make Sure Your Holiday Event Doesn't Fall Flat](#)

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.

Learn more: [9 Expert Ways to Grow Your Email List with Facebook](#)

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.

Learn more: [How to Add Value this Holiday Season without Offering a Discount](#)

Ensure your foundational elements are in place.

1. Update listing and review sites.

Think about all of the listings and reviews sites that show up when someone searches for your business name or products or services you offer. Don't forget about Facebook, Google My Business, Yelp and any other listing pages that come up in the search.

Update your information with holiday hours, and any current offers where you can.

Learn more: [6 Things You Must Do to Optimize Google My Business](#)

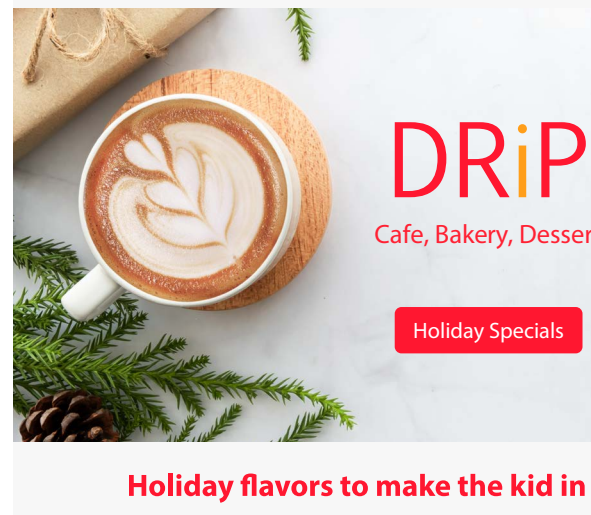
2. Update your website.

You'll want to drive people to your website to make a purchase or to sign up to your email list to receive an exclusive offer.

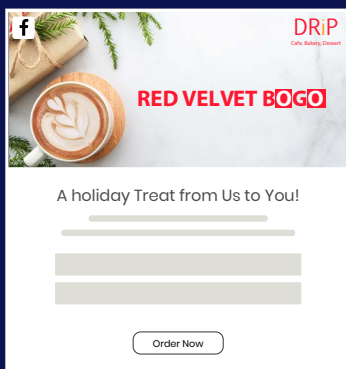
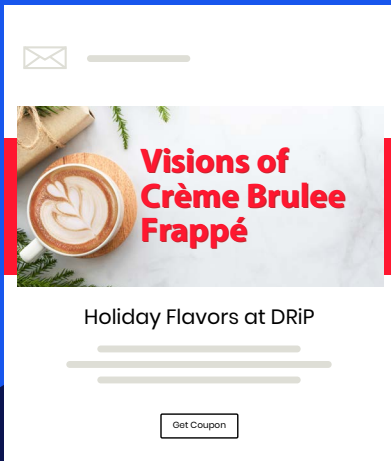
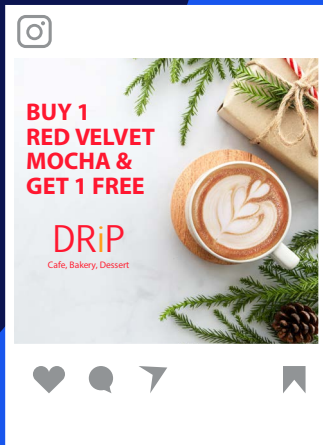
Make sure your website is up to date with your holiday hours and offers as well.

Learn more: [Tips to Improve your Website](#)

How to Execute Your Holiday Plan



How to Execute Your Holiday Plan



3. Update and engage on social media.

Update your profile information to include your holiday hours. Before the holidays, share helpful, valuable information that keeps you top-of-mind. Think behind-the-scenes photos, time-saving tips or even gift guides and ideas.

Encourage people to join your email list to receive your exclusive holiday offer and be prepared to answer questions and provide customer service to holiday shoppers.

Learn more: [3 Ways to Reach More Customers With Social Media this Holiday Season](#)

4. Create & send your holiday email offer.

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

Learn more: [30 Creative Email Ideas for Your Holiday Email Marketing](#)

5. Amplify your efforts with paid advertising.

Increase the chances of people finding your business or organization with paid ads on social media and Google.

Drive people to take advantage of your holiday offer directly or to sign up to your email list to receive your exclusive offer.

Learn more: [Paid Social Ad Options For Your Business](#)

Plan for Post-Holiday Success

1. Create a sale or offer.

Stay top-of-mind and encourage sales with a special end-of-year or after-holidays sale. With a special offer, you can reach new people and influence existing customers to spend with you.

Bring in new customers through paid advertising tactics that highlight your promotion and encourage existing customers to shop with you again through social media and email marketing. Discounts and promotions are also a great way to add value to your email program for your subscribers.

Learn more: [How to Write a Promotional Email](#)

2. Make marketing messages more relevant with segmentation.

Over the holidays, you'll be collecting data that can make future marketing messages more powerful. From ads to email and social media, you want to make your messages as relevant as possible for each potential customer.

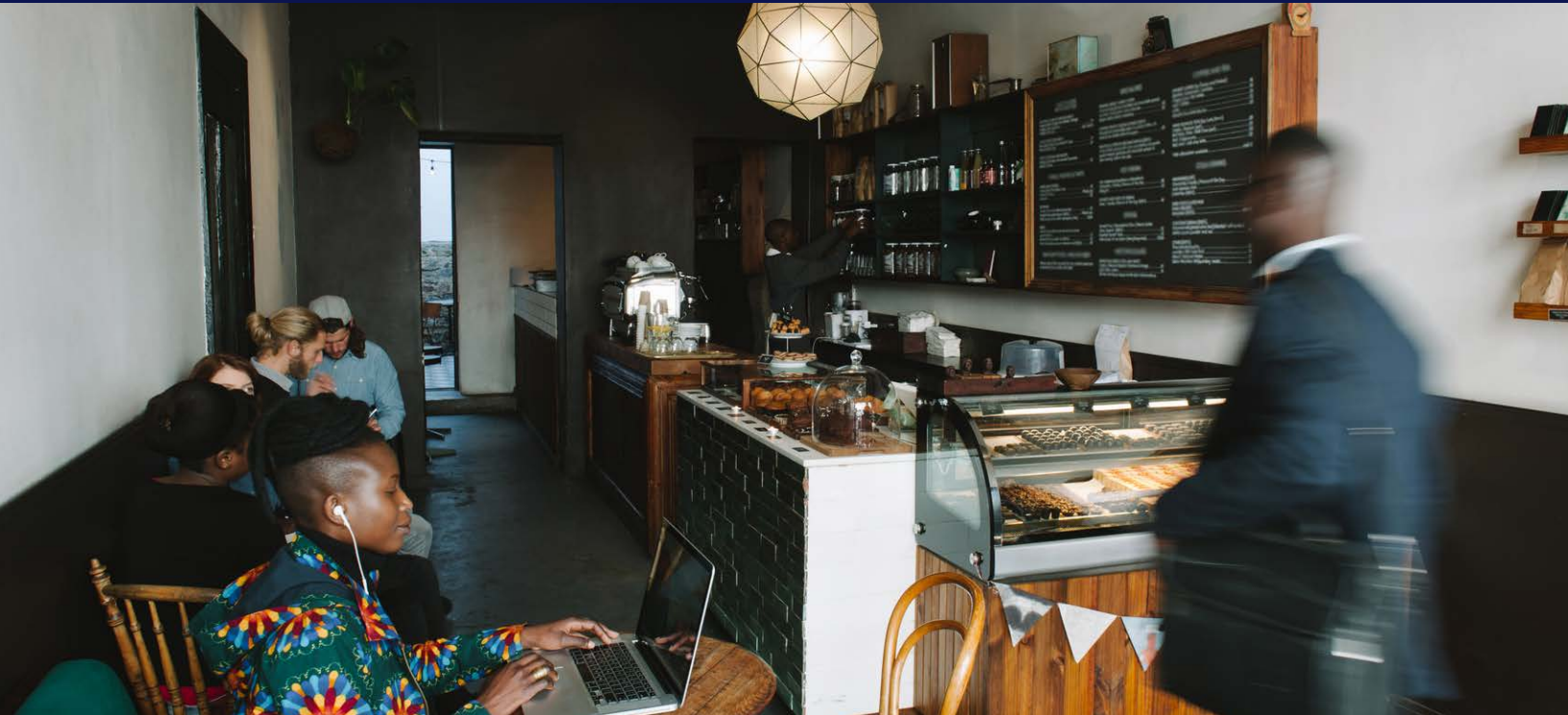
With email, you can use click segmentation & holiday purchases to fuel content for future messages.

For your paid ads, you want to utilize keywords, location targeting, and even demographic information to better monetize your ad spend in the future. Create different ads for different groups in your audience.

Learn more: [8 Best Practices for Email List Segmentation](#)

Stay top-of-mind to keep the holiday momentum going.

After the holidays, many shoppers continue shopping through January 1st. According to the National Retail Federation, in 2018 more than 80% of people, ages 18 to 24 planned to shop December 26th through January 1st.



3. Show your value into the new year.

In order to build an effective online marketing strategy, you'll need to show your value and expertise in all channels. You don't want to be selling all the time.

Create content to provide answers to the questions that people have and search for answers for online. This type of content not only shows your expertise, but also helps them use your products or services better. You want people to see success with whatever it is you offer.

After the holidays, people are planning out their New Year's resolutions. This is another opportunity to provide value that sets them up for success and helps them along the way.

Learn more: [How to Develop a Content Marketing Plan](#)

Plan for Post-Holiday Success

Ready to get started?

Don't wait to start preparing your holiday marketing!

By taking small steps now, you'll be able to set yourself up for success and make this your most profitable season yet.

Contact our LIVE Helpline to talk 1:1 with a Marketing Advisor.

Visit **ConstantContact.com/Marketing-Advisor** or call 1-888-IDK-MKTG (1-888-435-6584) to learn more.

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