

15
WEEKS
OF TIPS

TO HELP YOU
SURVIVE
& **THRIVE**
THIS HOLIDAY SEASON



ELEVENTH EDITION. 4 MORE WEEKS TO GO!

Holiday Customer Appreciation

Hey CONTACT.FIRSTNAME,

We know you love your customers – make sure they know too!

Depending on the type and size of your business, number of customers and where they are located, you can use these tips to show your customers some love over the holidays.



Send them a thank you. Whether it's simple direct mail holiday greetings with a special discount or a handwritten note to your top-spending or longest-standing customers, getting something from you via snail mail can go a long way. You can even use services like MailLift to send handwritten cards to your customers so you are not doing the bulk of the writing and mailing. Make sure you're already encouraging your customers now to give you their addresses through loyalty programs,

feedback forms or discount by mail incentives.

Stay in touch over text. If you have customers' phone numbers and permission for text message marketing, send holiday greetings or special promo codes via text.

Host a holiday fete. Throw a special customer appreciation night or holiday party with extra discounts and giveaways for your customers and free food (here's where partnering with a local restaurant or bakery can come in handy!). This can get customers in your store for a few hours after the store normally closes or as part of a special sales event. Alternatively, you can offer an invite-only day of sales just for your top customers through a special invite into your store for a whole day. Even online-only retailers can rent out space in a central location where everyone can get together in your "pop-up shop."

Show your vendors some love. In addition to appreciating your customers, you may also want to extend some appreciation to the large vendors you work with. Creating a good personal relationship with them could lead to an even more profitable business relationship.

Even if your goal is additional sales, the attitude around any effort focus is on the customers themselves. In addition to getting their attention during the holidays, it's a great way to build a stronger relationship beyond the special season.



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