

**15**
WEEKS
OF TIPSTO HELP YOU
SURVIVE
& **THRIVE**
THIS HOLIDAY SEASON

THIRTEENTH EDITION. 2 MORE WEEKS TO GO!

Why The Holidays Are All About January



By Gene Marks
Marks Group PC.

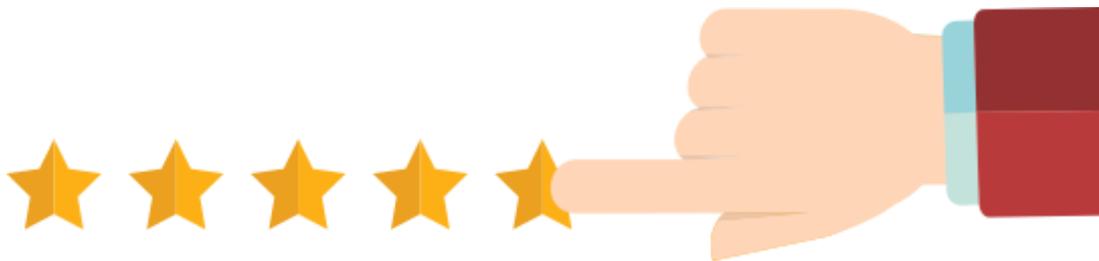
Hi CONTACT.FIRSTNAME,

Many retailers think cashing in on the holiday shopping season is all about focusing on the weeks after Thanksgiving. Of course, that's an important time that can generate the bulk of your annual sales. This holiday season, however, you should start thinking about the important period after the holidays. Where will your sales come from in January? Why can't your sales throughout the year compete with the sales you're making during the holiday season? If you take these three actions right now, they can.

1 - Get a CRM system.

Customer Relationship Management (CRM) is a multi-billion dollar industry. Services like [Zoho](#), [Insightly](#), [GoldMine](#) or [ACT](#) allow you to

maintain databases with information about every customer and prospective customer that considers your brand. It's important to gather this information and keep it on hand because whether someone buys or not, they're a prospect for future sales. Whether you get this information at the point of sale, invite them to leave a business card or sign up for a "VIP" mailing list or run contests and promos, be sure to find out who they are. Use that information to communicate with them throughout the year – send them industry tips, educate them on your products and stay in touch with special offers through the mail so they think of your store even when it's not the holidays.



2 - Start a loyalty program.

With the increase in visitors to your business during the holidays, it's important to offer the option to join your community online and through their phones through apps like [Belly](#), [Affinity Solutions](#) or [Perka](#). This is a great avenue to provide future deals and discounts to keep them engaged. Effective loyalty programs can involve points your customers can redeem at your store or another store you partner with that refers customers back to you. Other rewards can include a free product after a certain number of purchases or visits. By capturing their information and purchase history online, you'll have access to valuable data about what interests your customers as well as a platform to reach out directly to them with promotions.



3 - Get it together online.

It's a mobile world, and consumers are using their mobile devices to find what they need. Is your site mobile ready? If you're selling through an e-commerce site, is the process as user-friendly as possible? Have you updated your business info on [Google for Business](#), [Bing Places](#) and [Yahoo](#)? Did you re-visit your listings on [Yelp](#), [Foursquare](#), and other check-in sites? Have you professionally responded to any negative feedback to give future visitors comfort that you're on top of these things? Have you considered hiring a [Google 360](#) photographer to take interior photos of your store so visitors that find you on Google Maps can virtually "go inside" and take a look around? Making sure your online presence is in tip-top shape will not only see you through the holidays but keep you ahead of the competition for the rest of year.

The holidays shouldn't signify the end of your year – they should be the springboard to increase your reach and expand sales throughout the rest of the following year. December's nice, but January can be even nicer!

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Kabbage, 730 Peachtree Street Suite 350, Atlanta, Georgia 30308, USA



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