

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

FOURTH EDITION. 11 MORE WEEKS TO GO!

Avoid Holiday-Itis from Infecting Your Business



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Hey CONTACT.FIRSTNAME,

The holiday season has a reputation as a time of joy, love and merriment, invoking feelings of loving family and friends joined together in peace-on-earth-goodwill-to-men (and women).

Yet in the world of business, the holiday season has become frantic and intense, filled with pressure to sell and take advantage of the buying frenzy fueled by consumerism that has invaded our culture. Even companies with the most solid marketing and messaging foundation often feel they cannot help but get caught up in the negative momentum to do more, market more and ultimately sell more.

Ideally, you've worked hard all year to develop and implement a solid sales and marketing foundation, and have clarified your message, your methods and your audience. The holidays arrive, and the pressure can cause you to be anxious. "You don't want to be left out or miss an opportunity to increase holiday season profit," says the little voice in your head.

Holiday-itis is defined by high anxiety-compelling social media posts to "buy, buy, buy!" and Halloween, Thanksgiving and Christmas marketing blasts that feel inauthentic and out of line with your company's normal communication strategy. For businesses that don't deal in consumer goods, perhaps a better approach to the holiday season – to maintain sanity and the very crucial authenticity of your brand – is to NOT succumb to the pressures and instead be strategic in how you market through the holiday season.

To prevent Holiday-itis, plan for the holiday season in your yearly marketing plan and keep it authentic and on-brand. Don't get caught up in the swirling frantic energy of the season in a manner that causes you to lose sight of what's most important as you connect with your audience.



KABBAGE TIP

Here are some ideas on how to be authentic and stay on brand during the holiday season:

- **Be wary of the early Christmas decorating** – it might upset your customers who are just now looking forward to

Halloween

- **Craft your holiday messaging so it sounds like it's coming from your brand** – don't feel the need to axe Merry Christmas and use Happy Holidays if that fits your hometown, local vibe
- **Volunteer with a local charity** that matches what your business stands for
- **Throw a holiday party for your customers** to mix and mingle with your employees, and each other, or sponsor a local event that's already happening where your business can comingle with community members
- **Don't over plan for the holidays** and cram in extra marketing communications or promotions if it feels overworked

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