



**15**  
WEEKS  
OF TIPS

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



**EIGHTH EDITION. 7 MORE WEEKS TO GO!**

## Planning Your Holiday Promotions, Sales and Advertising

Hey CONTACT.FIRSTNAME,

All the effort you put into your products and employees won't matter if you can't attract customers. This is where holiday marketing and advertising campaigns come into play.



### **Make sure your campaigns are consistent**

All of your holiday branding should match across all your customer touch points. If you plan to use a combination of direct mail, Facebook advertising and an updated logo, be consistent across everything your customers and prospects will see to stay top of mind with customers more effectively.



### **Website and in store experience**

Tie it all together on your website and in your store for a complete experience. Customers won't have to wonder if

they clicked on the right link or walked into the right store for a particular holiday promotion they saw. Instead, they will know they are in the right place, which will build a bond of trust.



### **Try some new marketing and advertising tactics to attract customers**

- Going into the holiday season, focus on building your audience on social media and through your email list.
- Update your social media profiles and pages with holiday-branded promotional material using your cover and header photos for Facebook, Google+, LinkedIn and Twitter.
- Establish visual content for your holiday promotions, such as images to share on Pinterest and Instagram and videos to share on YouTube and Vimeo.
- Create social advertising campaigns that target your ideal customers by location, demographics and interests.
- Develop postcards or flyers to be sent through direct mail to your existing customer database.
- Partner with other local businesses to cross sell complementary products and services throughout the holiday season to drive additional interest while boosting your customer service.



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