

Holiday Marketing 101

Tips and resources to help you be a marketer this holiday season



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There's nothing small about the holiday season when it comes to small business.

According to the National Retail Federation, 20 to 40 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 and offer simple strategies to help you be a better marketer and make the most of this important time of year.

Here's what we'll cover:

How to Prepare Your Marketing for the Holidays

How to Build Holiday Momentum for Your Business

5 Ideas for Your Holiday Marketing Campaign



Preparing Your Marketing for the Holidays

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

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

- Black Friday: **November 25th**
- Small Business Saturday: **November 26th**
- Cyber Monday: **November 28th**
- Giving Tuesday: **November 29th**
- Giving Tuesday: **November 29th**

When it comes to your holiday marketing, no tool will offer more opportunities to increase sales this season than email marketing.

According to marketing analytics company, Custora, email marketing was the number one driver of sales on Black Friday 2015, resulting in 36.1 percent of online sales.

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.



Preparing Your Marketing for the Holidays

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 holiday success.

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

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, like email and social media, to get in front of the right people.

Learn more: [Email Hacks that Will Help You Make More Money This Holiday Season](#)

3. Get organized

Organize your database before the holiday season arrives. Put your loyal, new, and potential customers into different lists. This will allow you to target each of these audiences with relevant offers during the holidays.

Learn more: [3 Tips to Perfect Your Email Marketing this Holiday Season](#)

4. Plan to stay connected

Encouraging new customers to join your email list will allow you to deliver results beyond the holiday season.

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




Build Momentum for the Holiday Season

Many of your biggest competitors have already started generating buzz for the holidays.

While you may not have a million dollar TV budget or a Grammy-worthy holiday jingle to do it, you do have the tools you need to connect with your audience and deliver content and offers that will get them excited to shop small this holiday season.

A September 2015 survey of online retailers found that 59 percent of retailers in the US and UK have kicked off their holiday promotional campaigns. (ChannelAdvisor)

In this section, we'll take a look at actionable tips to help build momentum as you head into the holiday season.



ConstantContact has customizable email templates designed to save you time this holiday season. You can find the Small Business Saturday templates in your email template picker. [Login.](#)



Build Momentum for the Holiday Season

1. Develop a schedule

Map out the weeks leading up to and through the holiday season with specific business goals for each of the big shopping days. The holidays you target may vary based on your business and your audience.

Learn more: [How to Create a Social Media Posting Schedule](#)

2. Get creative

Use email 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](#)

3. Be a resource; not just a sales pitch

Provide your audience with resources they can actually use this holiday season. It can be something as simple as time-saving tips or last-minute gift ideas.

Learn more: [How to Create Share-Worthy Email Content this Holiday Season](#)

4. Don't do too much, too soon

Don't overwhelm people with too many promotions early in the season. Instead, target your audience with relevant offers when they're actually ready to shop.

Learn more: [3 Tips for Getting Your Customers Ready for the Holidays](#)




Ideas for Your Holiday Marketing Campaign

Depending on your business, there are a number of different campaigns you could run during the holiday season.

The type of campaign you decide to run will depend on the products and services you offer, and the audience you're trying to reach. You will also need to consider the type of results you're looking for, and your overall goals for the upcoming season.

Constant Contact has the tools you need to create campaigns that will deliver measurable results beyond the inbox — whether you're looking to host a holiday event and collect registrations online, or promote a coupon and easily track how many people have redeemed your offer.

To help you get started, we've compiled a list of possible campaigns you can try out.



Once you decide what type of campaign you want to run, schedule your promotional messages in advance. You can schedule your emails within Constant Contact. [Facebook also allows you to schedule your updates](#) in advance.



Ideas for Your Holiday Marketing Campaign

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: [How to Create a Holiday-Themed Facebook Promotion](#)

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](#)



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.

[Log in now to see all our new holiday email templates!](#)

Not a Constant Contact customer?

Constant Contact has the tools you need to be a marketer this holiday season.

Visit ConstantContact.com or call 1-866-783-2308 to learn more.

If you've found this toolkit helpful, share it with other small businesses.



Use this guide to get your #marketing ready for the #holidays. Thanks Constant Contact! -
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Need help with your promotional plan for the holidays?
Speak with a free coach.

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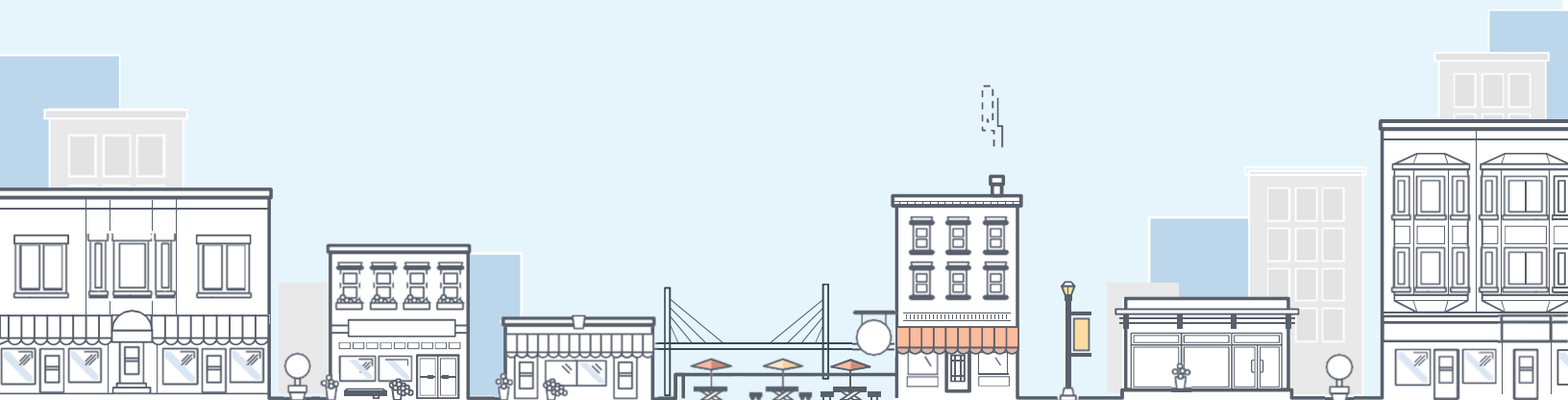
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