

5 MARKETING TIPS FOR THE HOLIDAY SEASON AND BEYOND

For businesses, the holiday season is also the most wonderful time of the year to market to customers in new and unique ways. With so many businesses working hard to earn those holiday shopping dollars, how do you make your business stand out from the tinsel-covered crowd? Whether your business is a brick and mortar, online business, direct marketing, or a B2B company, here are some ideas you can use to market your business this holiday season:

1. Relevant Content Marketing

Creating a marketing message that is timely is an effective way of attracting new clients and solidifying the relationships you have already built. Think of a holiday challenge and then show how your business solves it. Whether it's via digital marketing like social media or emailed newsletters, or in the form of a postcard or a phone call, let your market know how that your business is one that will help them get through the season easier and stress-free.

2. Make them an offer they can't refuse

The holidays are the best time to entice customers with value added services or products. If your products are sold online, free shipping is a wonderful gift for your customers. For those of you who offer services, adding additional benefits or extending packages are great ways to stand out. These additional "gifts with purchase" can be what tips the sales' scale, especially for buyers on a budget.

3. Launch a "Thank You" campaign

Expressing gratitude is a powerful way to solidify relationships and show how important your clients are to your business. A customer appreciation event is a great way to thank clients for their business and the chance to connect with them in-person. Special offers created especially for those clients who purchased from you throughout the year will show clients that they are valued, and when promoted on your social media, website, or other public-facing platforms, will show future clients how well they will be taken care of when they purchase from you.

4. Engage an influencer

Think about your last purchase—was it based on a recommendation or a testimonial? When you enlist an influencer to show how much they love your product or service, the goal is to build brand credibility. And, when that influencer is outside of your industry they can also build a bridge, and trust, to a market that might be otherwise untapped! An influencer can be a celebrity, but don't start thinking of how you are going to get a hold of Oprah, because you already know an influencer. They can also be a trusted person in your business community, or social circle, with clients and friends who are also your target market. Ask that person to try your product/service and give a review that you can share.

5. Partner up with complimentary businesses

One of the best ways to grow your brand awareness is by partnering up with another business that complements your own. Work together to provide additional products/services that are relevant to both of your customer bases, giving each group a chance to learn about another company and increase the opportunity for sales. The crossover campaign can look like in-person events, "Thank You" gifts of products/services from your partner's business, or as a special holiday promotion when they purchase from you.

You might have noticed that these tips can all work with each other so that you can be that much more efficient with your marketing strategy, and your marketing dollars! Now, that's a terrific holiday gift for businesses!