

Holiday Marketing Ideas



By

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Are you one of them who dread holiday marketing?

It doesn't help when you take a look around you either and see the other shops succeeding. Apparently having it all together and know what they are doing.

If you want to get some ideas of what to do or just want some inspiration here is a short read for you.

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Work with what you got

What are you planning to sell? Any special holiday items? Can you make your current products to fit the holiday in question or tie them in with your products you are planning to sell for holiday? Have you thought of any service you can sell? Any special product or service you can produce yourself?

What service or product would make the holiday shopping a bit easier for your customers?

How about wish-lists?

Say a service would be where the customers can come to your shop and fill in a wish-list with their name and item. Then that person can announce this to their friends. Then someone can come and buy an item on that list and you wrap it in for them, then send a message to the receiver that there is a parcel for them to pick up at your shop. You can put up a web-site and offer this service online too. A variation of this is where people can come and buy presents and you wrap them in for them and they themselves notify the receivers that they can come and pick it up at your shop.

(I didn't say it was easy and it does involve a lot of extra work.)

Do Your Own Thing

Have you passed some shops thinking, wow, that looks great? Or been on holiday to a place where you had a great experience? Maybe you read through a magazine and got inspired by a story? If you feel you can't keep up with all the sales and discounts competition then try to ignore them and do your own thing.

1. Get personal.

What does this holiday mean to you?

What activity or item do you think of as the representation of this specific holiday?

What good childhood memories do you have from it that you can bring to your shop?

Maybe you like the smell of it so you can fill your shop with decorations that smells like that.

Get personal can also be if you want to teach something that is important to you. Or let them take part in one of your holiday hobbies or preparations. You can invite to flower decoration course in the evening and charge a little fee. If you like baking, then bake bread or cookies that is typical for the season. Or a workshop where they can learn to bake the cookies and cakes as grandmother did.

2. Use a theme

What is a theme exactly? Well a theme could be anything really, but pick something wide. Something that allow you to have several products and to play with several options and angles. This could be a play, or an American toyshops as in the classic '*Home Alone 2*' or a Christmas Market or a treasure hunt.

The thing is when it is a special holiday is allowed to go a bit nuts. If you have a crazy idea, try it out.

3. Your shop's history

Do you have an old shop? Any good stories that you can tell about it? Does your shop has a special character or is it a bit typical in some ways?

Can you think how you can combine something that is typical for the holiday with something that is typical for your shop? (This one isn't easy, I know.)

Typical for Christmas could be eggnog, Christmas tree, cookies.

Involve your customers

Involving your customers mean a bit more than setting discounts or start a customers' club.

After you have picked an idea for your holiday marketing, think about the customers as well.

Give yourself a bit of time to answer this question:

How can you let your customers make their contribution?

Let them help you. Let them tell their stories, let them share. Ask around if anyone can organize anything in your shop.

Perhaps you know someone who has been to the same place as you where you went on that amazing holiday? Do you know someone who has a special interest in your theme? Or does someone have a dream about doing something that is tied in with your idea?

If you want to set up a market you can let people contribute with their products. And you can set up a big tree (or other decoration) and invite the customers to buy an item from your shop and wrap it in and put it under the tree to donate the gifts to a good cause.

(Combining the two under do your own thing and involving your customers you can get smashing ideas. It takes the idea to another level.)

Bring the shop out to people.

Is it possible to arrange something at other places and take some of your products to sell with you?

I know you are thinking outside shops or shopping-centers or at the local market in town, but that is not what I mean.

This could be arranging holiday decoration classes at the evening school or at the asylum.

It could be arrange a day to bake cookies with the elderly at a nursing home.

You think it is tacky?

This is about more than selling products. This is about involving other people that is a bit left out to make them feel part of the holiday. It's also about you and yourself and shift focus for a bit to do something that you enjoy to do around this holiday and less about the stress of selling.

Special holidays are the exception and it is one off. If you have done this all year then it would be tacky, perhaps.

You won't deceive anyone. Making it clear up front the name of your business and what you want to do and what to sell then they know what to expect. Don't be afraid of including people and let them participate.

Online

Perhaps you are dreading this, but I have to mention it anyway.

I root for people coming to the physical shop to do their shopping. However, (keep on reading, it is not the however you think.) As I was saying, however, the pandemic moved the shopping to the internet even more than before. So you can't ignore it completely. If you want to set up an online store that's fine. Here is a but, though. In doing so, people would prefer doing the shopping online instead of coming to your shop. And if you haven't got an online store already it may be too much to do before the holiday. People look things up on the internet. What you can do instead is setting up a web-site where you give information about your shop, what it is about and what you are selling and where they can find you etc. Then you can set up a coupon online where they can go to your shop and get the discount.

Team up with someone who has better knowledge than you on social media. Ask someone how to do a campaign online and if they can mention you on their social channels.

(Events, calendar, co-operation other shops to make competitions are other more common marketing for holidays.)

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