7 Simple Ways to Market Your Business for the Holidays

Good Friday. Small Business Saturday. Cyber Monday. Giving Tuesday. Christmas. Hannukah. New Year's. It's no wonder small business owners are overwhelmed at the holidays. Here are 7 fast and easy ways for small business owners - online and brick and mortar! - to boost their marketing efforts during the hectic holiday season.



1. Bedazzle Your Logo: One easy way to get festive is to change your logo to cliche holiday colors like red and green. Think that's too corny? Here are 15 famous brands that have altered their logo for the holidays. If that's still too off-brand for you, try working with more muted variations like white, gold and silver. ~ https://www.godaddy.com/garage/sleigh-holiday-marketing-campaigns/

2. On Mobile Show Discounts Immediately: On mobile, when you need to fight for visitor attention, it's good to highlight special offers you have for them. But make sure not to use tiny sliders that your users won't be able to read on a mobile device. ~ https://www.crazyegg.com/blog/5-last-minute-conversion-tips-before-the-holiday-season/

3. Adjust Your Social Media for the Holidays: This season, kick up your posting frequency and get creative with what you share. This is a great opportunity to schedule out posts about discounts, deals, and new products. You should also aim to share lifestyle content that gives people a peek into your brand's culture and shows customers the different ways to use, gift, and wrap your products. ~ https://www.fundera.com/blog/holiday-marketing

4. Embracing Technology with Interactive Ad Campaigns: In 2019, there's no reason to stick with static sales campaigns. Take advantage of modern technology to create interactive ads and engaging content that get consumers excited about your brand. Live streams on Facebook, Instagram or other social media platforms give customers a reason to tune in to your brand message. ~ https://www.groupon.com/merchant/blog/remarkable-holiday-marketing-ideas

5. Support Late Shoppers: If you're just creating your Christmas marketing plan, then you can probably sympathize with those shoppers who are also late to the gift-buying game. One of the best ways for e-commerce and brick-and-mortar shops to support last-minute customers is by offering gift guides. ~ https://www.businessknowhow.com/marketing/last-minute-holiday-shoppers.htm

6. Email: Use an email campaign to give your most loyal customers something extra to make them feel appreciated—early access to a sale, an invitation to a special event, or an additional discount. ~ https://www.websolutions.com/blog/marketing-

tips-to-get-your-business-ready-for-the-holidays/

7. Offer In-House Specials: Create a “doorbuster” deal. Doorbusters are a special item or items that you offer at a great price that consumers may not be able to find at another business. Usually, they’re offered from the time you open until a set end time (usually just a few hours). Once your item is sold out, even if that happens before the ending time, that’s it. This creates urgency and will get consumers in the door. ~ https://www.fuzzyduck.com/3-holiday-marketing-tips-for-brick-and-mortars/