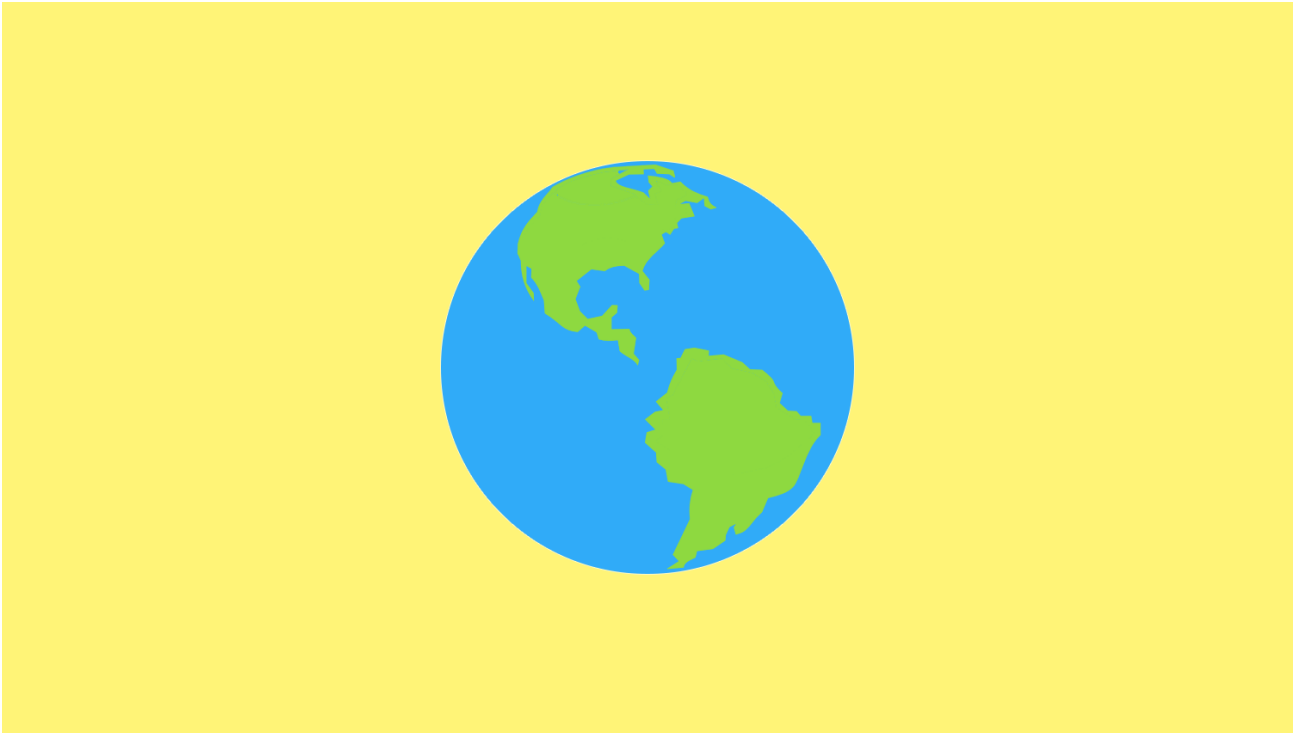
9 Holiday Promotional Ideas For Your Online Shop

9 Great Ideas for Marketing Your Small Business for the Holiday Rush



Don't Just Promote as Gifts

- [ ] Promote your products for other holiday uses, such as holiday decor, holiday fashion, holiday menu, etc.

Offer a Flat Shipping Rate

- [ ] Lessen your chance of abandoned shopping carts if customers know the shipping costs up front.

Add Some Holiday Spirit

- [ ] Change your store banner to reflect the season and add holiday images to product photos.

Wish Lists

- [ ] Allow for the creation of wish lists and for customers to email the wish list.

Gift Cards

- [ ] Offer and promote gift cards in every listing, for those who can't decide.

Create Inspiration Boards

- [ ] Make your products part of inspiration boards that you can promote on social media, and use to up-sell more items in your shop.

Social Media Hash Tags

- [ ] Use all the trending hash tags to your advantage such as #Gift #Christmas #BlackFriday #GiftForHer.

Who Is It For?

- [ ] Remind buyers of less obvious people to buy for such as employees, teachers, pets, etc.

Create Your Own Gift Guide

- [ ] Don't wait to have your products included in someone else's gift guide, create your own and include non-competitors who may promote as well.

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