

A festive photograph of Christmas decorations on a dark blue, textured wooden background. On the left, there are two red and white striped candy canes, a gold star ornament, and a gingerbread Christmas tree. A string of red ribbon with various gold and silver ornaments (including a heart, stars, and a snowflake) runs across the bottom. A white snowflake cookie is on the right. Pine needles are visible in the bottom left corner.

Christmas Marketing Checklist

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Christmas can truly be jolly for both you and your business. Especially when you pay as much extra care and attention to your marketing as you do to buying the family presents.

- All great Christmases begin with a list - start by thinking about what you wish to achieve, what products or services you are going to offer, then set realistic goals or targets for your Christmas campaign.
- Update your branding to make it seasonal and add some festive spirit. Be mindful not to take it too far so you don't completely alter your well known brand and all that you stand for. Consider tweaking your logo, website and social media with a bit of sparkle.
- Promote your extra seasonal information and offers. This may include: extended opening hours, deadlines for orders, gift guides, gift sets and gift ideas.
- Plan a Christmas email campaign with special festive headings. The content could include any of these marketing tips. Think about splitting your target audience into groups and be specific in the content of your email. For example: customers who bought a specific product or customers who haven't bought from you for a while.
- Plan to do something nice for your customers as a thank you for their custom throughout the year. Surprise and delight them rather than adding to the Christmas noise.



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- Hold an exclusive event where you can invite people to meet the team and showcase your products or gift sets. Devise some special offers for the event to enthuse and encourage people to come along. Have Christmas songs, festive food and drink to get people into the that Christmas spirit.
- Produce a festive survey and encourage people to take part by offering a chance to win a Christmas hamper. It's always good to find out what your customers and potential customers think of your business and what recommendations they may have. This will then help with planning for 2020.
- Hand written Christmas cards provide a special touch towards our customers to make them feel really valued. Why not add a little something inside like a voucher or money off a product or service as a thank you for their custom over the year..
- Enter into the festive spirit of giving. Run a giveaway campaign on social media. Get people to 'LIKE' your business page, 'LIKE' your post and add a comment to win a prize in time for Christmas. This will gain loads of extra visibility for your business page and increase followers.



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- Promote gift vouchers as presents. People always struggle with what to buy their friends and family for Christmas. So why not help them take the pressure off their Christmas shopping by promoting gift vouchers.
- Offer to gift wrap presents. Arrange a gift wrapping service for customers buying your products. Ask if they would like them gift wrapped for a reasonable price. Christmas only adds to the pressure on most people's precious time so they are more than likely going to say yes to make time for other important jobs.
- Share festive activities on social media to show people that you are 100% into the Christmas spirit. This could be your behind the scenes preparations such as decorating a Christmas tree, your Christmas jumper day, your company Christmas party.
- Finally plan a Merry Christmas message for Christmas Day. Wish your customers a very Merry Christmas and thank them for all their support throughout the year. This may even be a video which is pre-recorded and scheduled to post on social media on Christmas Day.

Make 2019 Christmas memorable for you and your customers. If you need a little helping hand in planning your Christmas campaign The Little Marketing Company is always here to help.

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