



Christmas Marketing

This module is all about what you need to do to plan your marketing for Christmas.

Christmas truly can be the season to 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 by using out Christmas marketing tips.

Remember timing is all important, leave it too late and your customers will already have done their shopping!

1. 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 Christmas sparkle.
2. Promote your extra seasonal information and offers. This may include: extended opening hours, deadlines for orders, gift guides, gift sets and gift ideas.
3. Plan a Christmas email campaign with special festive headings. The content could include any of our marketing tips. Think about splitting your target audience into groups and be specific in your emails' contents to match who you are addressing. For example: customers who buy a specific product or customers who haven't bought from you for a while.



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- 4. Plan to do something nice for your customers as a thank you for their custom throughout the year. Surprise and delight them rather than just adding to the Christmas noise.
- 5. 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 that Christmas spirit. At the same time you will be building stronger relationships with your customers.
- 6. 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 definitely help your planning for 2019.
- 7. 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 a money off a product or service as a thank you for their custom over the year?
- 8. Enter into the festive spirit of giving. Run a give-away campaign on social media. Get people to "like" your page, "like" your post and add comments to win a prize in time for Christmas. This will gain loads of extra visibility for your business page and increase follower numbers. Check out our module on Facebook Competitions
- 9. Promote gift vouchers as Christmas 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 your gift vouchers.



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- 10. 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 on their lists.
- 11. 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 or the Yuletide ice-skating party.
- 12. 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 Christmas 2020
memorable for you
and your clients.