

Holiday Marketing Ideas



In-store Marketing Ideas

Wish Lists

Have customers fill out a wish list ([here's a template!](#)), then collect and log desired products into each customer's profile in your POS's CRM. That way, when their friends, family, and spouses (ahem!) come in desperately needing gift ideas, you can show them exactly what the recipient asked for.

VIP Party

Pull out the bubbly and invite your top customers to a private event that will allow them to shop without crowds, get personalized attention from your sales associates, and fill out their wish lists. Offer holiday-themed beverages, treats, presents with purchase, and gift wrapping. It will make them feel elite and give you and your team valuable face-to-face time, allowing you to thank them for their patronage and providing you with more insight into their interests and shopping habits.

To craft this invite list, use your POS's CRM to pull a list of your top customers by spend and frequency.

Gift Wrap Station

Free gift wrapping, while incentivizing, can get expensive and takes a lot of time at the cash wrap. Partner with a local charity willing to send a couple representatives to set up a gift wrap station in your store one, or a few, days over the course of the holiday season.

Customers will leave happy knowing they checked one more thing off their list and supported a good cause while doing so. This is a great thing to offer on Giving Tuesday (12/3)!





12 Days of Gifts With Purchase

Messaging: Give something, get something!

GWPs almost always turn out to be win-wins: Not only does the customer leave feeling like they received a unique gift and experience, but this kind of promotion encourages upselling and differentiates your business. Always require a minimum spend so your margin doesn't take a large hit.

We recommend publishing the entire calendar on day 1 so customers can choose when to shop; if every day is a surprise, you're bound to have some irritated customers calling and asking to switch out their gifts. In planning, be sure to look at last year's data and determine which of those 12 days had your highest sales; take that into consideration as you're stocking up on GWPs to confirm that you will have enough to meet demand.

Have you done gift with purchase promotions in the past? Revisit that sales data as well to confirm that they were actually an incentivizing traffic- and sales-driving tool. If not, don't dedicate a nearly two-week long marketing campaign to them.

Influencers

Though they'll tap into your marketing budget, there's a reason they're called influencers: they have incredible power when it comes to influencing consumers. They also give your brand credibility as well as exposure. Recruit local ones and work with them on:

- **Gift guides** – Invite influencers to curate their own collection for you to share on your ecommerce site and them to promote through their social channels.
- **Outfit posts** – If you're an apparel store, ask them to style merchandise for different holiday occasions, like office party or New Year's Eve.
- **Home/entertaining posts** – If you sell homegoods, have them style for the holidays, or show how they would use in holiday entertaining.
- **Gift wrap posts** – If you're a gift store, ask them to share tips on how to attractively wrap and present your products to recipients.





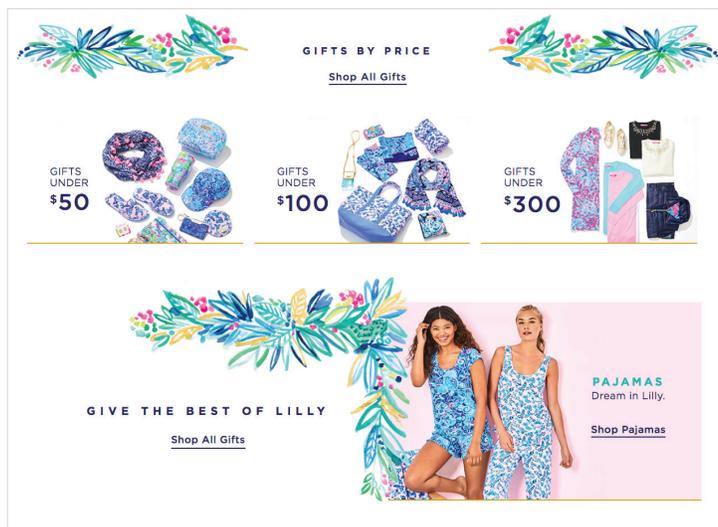
Some influencers will take payment in the form of product, others require monetary compensation; both should be factored into your budget. And remember, it's more than a straight numbers game: just because someone has 50K followers doesn't mean they have 50K *engaged* followers. Pay attention to their likes and comments and target those with a 5-10% engagement rate. Moreso, if your goal is to attract in-store shoppers as opposed to just online, make sure they have a strong local following.

The influencers you work with should also align well with your brand; if they wouldn't shop with you normally, they aren't the best fit to represent you.

Email & Ecommerce Marketing Ideas

Gift Guides

We can't stress this one enough—gift guides are key! Create multiple based on your business's offerings: gifts for her, for him, for the traveler, teacher, techie, under \$50... you know your customer, so get creative! Share these as blog posts, Pinterest boards, and on your social accounts, plus create shoppable collections online. Bonus idea if your budget allows: Recruit popular influencers to curate their own gift guides and share the links with their followers.



Winter Easter Egg Hunt

Every day, choose an item to deeply discount, but don't advertise what it is. Customers will have to comb through your website to find that day's deal, and in the meantime, will probably add a few other things to their cart.



Unwrap Your Deal

Design a “mystery deal” email campaign that prompts customers to “unwrap” their unique discount code. Create landing pages for 10, 20, and 30% off code, then clone the email so there are different versions that link to each page. Split your mailing list into thirds, then watch the orders roll in.

Bounceback Coupons

Take a page out of GAP’s book and offer your own version of GapCash. Advertise that for every, say, \$100 someone spends in December, they receive a \$20 coupon to use in January. This is a great way to upsell and guarantee yourself some repeat shoppers in the new year.



Shopping Cart Abandonment Emails

While these should be used as a conversion tool all year long, customize your shopping cart abandonment emails for the holidays: Include a Christmas countdown (*embed a [live countdown timer](#) so it continually updates*) and shipping deadline reminders to instill a sense of urgency.

Last-Minute Marketing Ideas

Targeted Personalized Emails

Pull a list of customers who shopped with you last December and send personalized emails asking if there’s anyone they need help shopping for this year. The personal outreach will catch their attention, but you can also throw in a small discount as extra incentive.

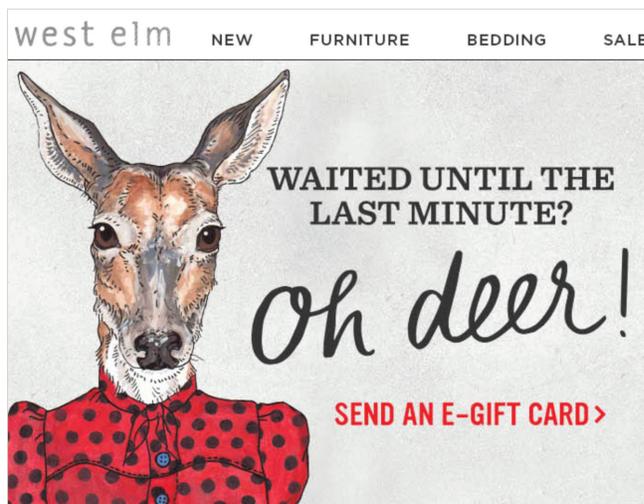


E-Gift Cards

Last-minute shoppers don't have time to come up with gift ideas; your last few email blasts of the season—especially after shipping deadlines have passed—should heavily push gift cards. Give shoppers the option of either emailing their gift digitally, or printing so they can still “wrap” it.

Flash Sale

Nothing lights a fire under shoppers like a limited-time flash sale. Don't feel as though you have to offer an aggressive store-wide discount; you can apply it to select categories, like outerwear or stocking stuffers. Then set up a [promotions rule in your POS](#) so that all products in the “outerwear” category automatically ring up at 20% off.



Go Mobile

Both consumers' mailboxes and inboxes tend to overflow this time of year, leaving many advertisements unopened and ignored. If you have money left in your holiday marketing budget, invest in text advertising—it's much harder to ignore a ping on your phone than it is yet another email. [SlickText](#) and [Sentext](#) are two providers.

When in doubt, throw a party!

Why do people put off shopping? It's an overwhelming errand, and their days are usually packed with other commitments. Advertise that you'll be open later hours, crank the holiday tunes, and put out some adult beverages, hot chocolate, and snacks. If your space allows, create a lounge area with water bottles and phone chargers so shoppers can, literally, recharge, kick up their feet, and take a break from the stress of shopping. Post photos and videos of the lounge on your social accounts to draw in guests.