



Ingredients for your business' holiday season strategy

Even if you're running a non-seasonal business, you too can be affected by the holidays.



You need to keep the holidays in mind as you plan your marketing strategy and efforts throughout the year.

Whatever business you're in, you need to get your business' equivalent of the holiday gifts ready to roll out.

Start early -and often

Have a schedule and note down the promotions you're offering. Make a list of your target and potential customers for your various promotions, deals and extras.

The best way to do this is to open a spreadsheet. Have a column each for target customer, promotion code, deadline (for how long the promo will run)

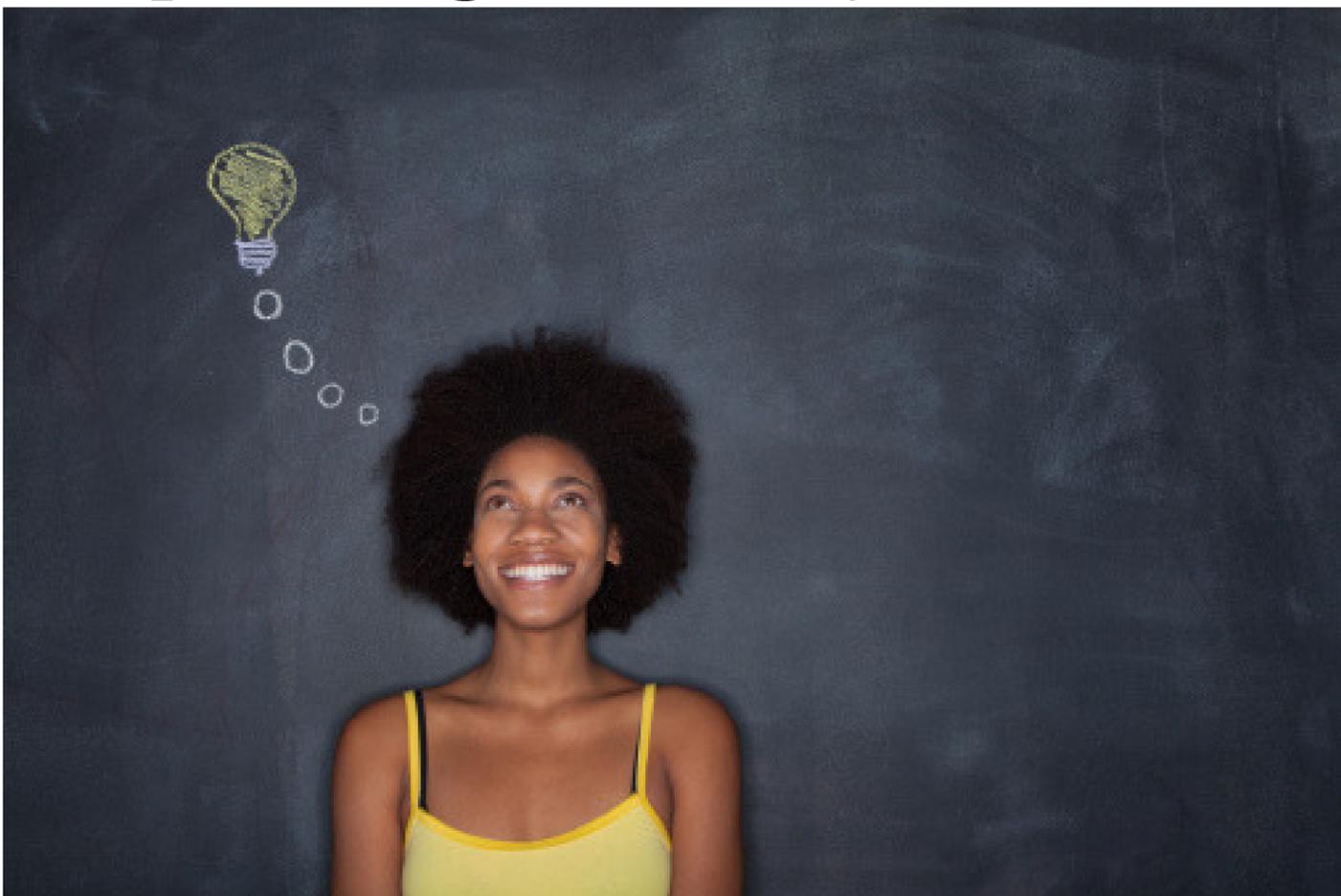
#MotherlandMogul Tip:

Create a sense of curiosity by releasing snapshots of products or services that you plan on promoting for the holiday season.

Be a Problem Solver

For already existing businesses this is an opportunity to present your business as a problem solver offering ideas that can help your clients.

Start-ups too can find opportunities for business during holidays. Think about it, what appropriate holiday related packages can you offer?



Spread the word

Post about your promotions on Facebook or tweet about it. Get savvy on social media to reach an audience beyond your current clients.

Meanwhile, send cards to your existing customers to promote your holiday specials with a personal touch.

#MotherlandMogul Tip: If your small business has a social media presence, contests on Facebook and Twitter are a popular way to highlight your brand and engage with customers.

Events

Host a holiday season kick-off event to bring customers in.

If it's Christmas, the event could be a night of plays, singing Christmas carols or a tree-lighting ceremony. You can also put up a visit from Santa show and encourage the community to take part. Remember to consider the different cultures/backgrounds of your clients

Make sure customers leave with your holiday catalog.

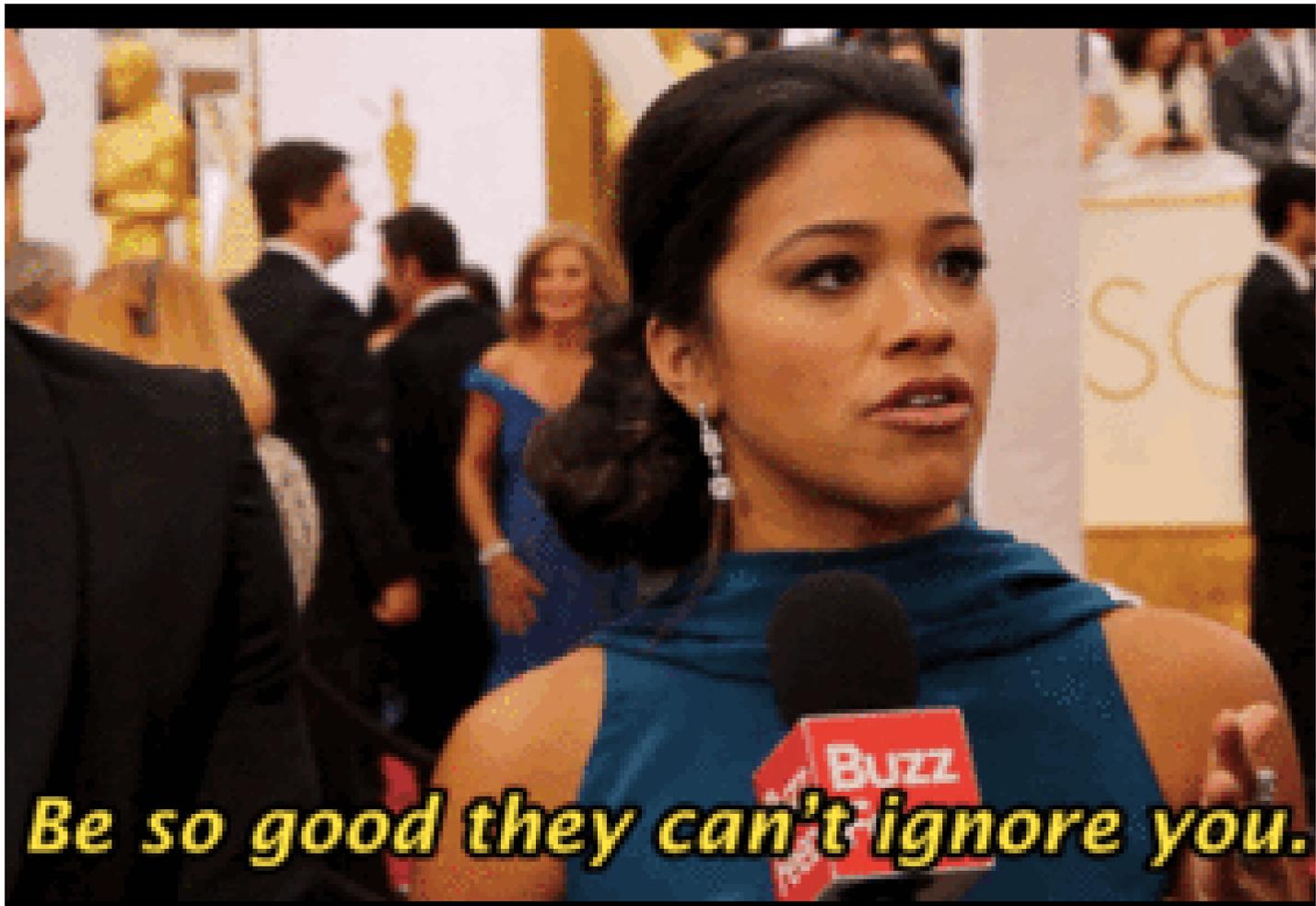
Giveaways



Give away items branded with your logo or slogan to customers. These could be keychains, pens, t-shirts, anything that won't break your company budget.

Speaking of a budget, make sure all of your holiday marketing is measurable. This way, you can track your return on investment and plan for an even more profitable campaign next time.

Remember. This is what to do during the holiday season.



Make a list of your target and potential customers for your various promotions, deals and extras



Get savvy on social media to reach an audience beyond your current clients.

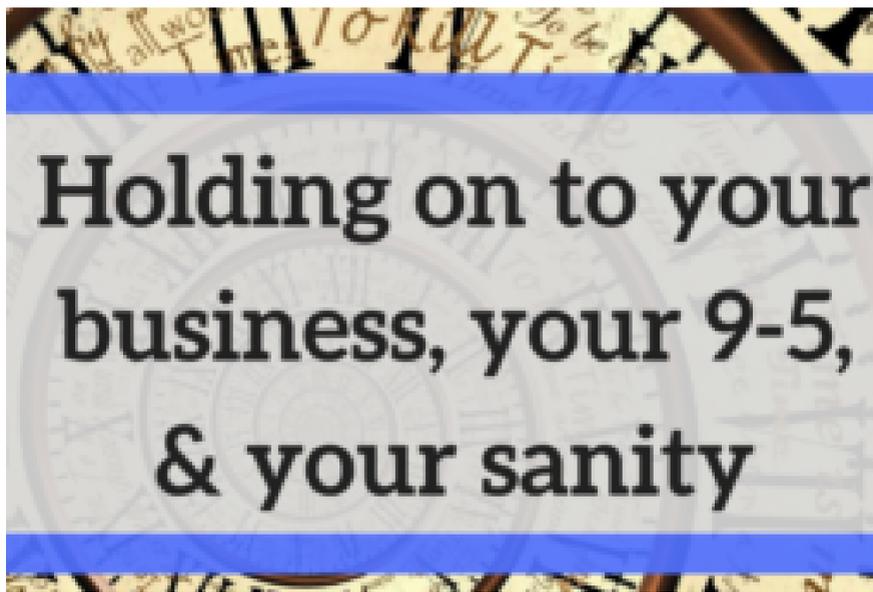


Invite them all for a season celebration event and give out some company branded products

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