



# Mini 2024

## HOLIDAY MARKETING GUIDE

EXPLORE THE GUIDE

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# KEY TIPS TO SUCCESS

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# PLAN AHEAD



## Key Dates to Target:

- **Black Friday:** Nov 29, 2024
- **Small Business Saturday:** Nov 30, 2024
- **Cyber Monday:** Dec 2, 2024
- **Christmas Day:** Dec 25, 2024
- **New Year's Eve:** Dec 31, 2024
- Other Holidays: **Hanukkah, Kwanzaa,**
  - Check National Today.







TWO



# SEGMENT YOUR AUDIENCE



**Personalization** is key to standing out. **Use customer data to create segmented campaigns** that address specific groups within your audience. Consider creating different messaging for:



- Repeat customers
- First-time shoppers
- High-spending customers
- Last-minute shoppers





THREE

## HOLIDAY EMAIL MARKETING



- **Gift Guides:** Help your audience find the perfect gift by sending curated product recommendations based on their purchase history or preferences.
- **Early Bird Deals:** Reward customers who shop early with exclusive discounts or limited-time offers.
- **Countdown to the Holidays:** Build excitement by creating a countdown calendar with daily or weekly deals leading up to key holidays like Black Friday or Christmas.







FOUR

## SOCIAL MEDIA CAMPAIGNS



- **Festive Content:** Share engaging, holiday-themed posts showcasing your products in a festive light. Consider using holiday hashtags like #HolidayDeals, #GiftingSeason, or #ShopSmall.
- **Interactive Campaigns:** Host holiday-themed contests, polls, or giveaways to boost engagement and grow your audience. For example, a "12 Days of Giveaways" campaign can generate excitement.
- **User-Generated Content:** Encourage your followers to share their holiday experiences using your products. Reward the best submissions with discounts or freebies.





FIVE



## FOCUS ON MOBILE OPTIMIZATION



More and more **consumers are shopping on their mobile devices**. Ensure that your emails, website, and shopping experience are mobile-friendly. Optimize load times, streamline navigation, and make the checkout process as smooth as possible to **avoid cart abandonment**.







SIX



## LEVERAGE RETARGETING ADS



Remind visitors who didn't complete a purchase to return and shop with retargeting ads. Offer limited-time promotions or showcase popular products they viewed to encourage conversions.







# HOLIDAY SALES AND PROMOTIONS



Depending on your type of business be sure to utilize “**holiday**” and other **popular seasonal keywords** to stay stay visible during this busy time of year!



- **Buy One, Get One (BOGO):** A popular holiday offer to boost sales and move inventory.
- **Free Shipping:** Offer free shipping as a limited-time holiday perk, especially for last-minute shoppers.
- **Exclusive Bundles:** Create holiday-themed bundles with your best-selling products for an added incentive.
- **Gift Card Promos:** Promote gift cards as an easy, versatile gift option, and offer discounts or bonuses for buying gift cards (e.g., “Spend \$50, Get a \$10 Bonus Card”).





EIGHT

# CUSTOMER LOYALTY



*The holidays are the perfect time to show your appreciation.*

- **Special THANK YOU** email and/or Holiday card with special discount to top-tier buyers.
- **Exclusive Offer or Deal:** Provide early access to holiday deals for loyal customers or email subscribers.
- **Free Gift with Purchase:** Add a festive touch by including a free holiday-themed gift with orders over a certain amount.
- **Launch a Loyalty Program** to increase customer retention

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NINE

# INCORPORATE CAUSE MARKETING



**Support a cause** your brand believes in during the holiday season **by donating a portion of your profits to a charity** or creating a special product with proceeds going to a good cause.

Customers often feel more inclined to support businesses that give back during the holidays.





TEN



# POST-HOLIDAY MARKETING



**Don't forget about the post-holiday shoppers.**

Many customers will be looking for deals after the holidays, so extend promotions through the New Year. Use this time to clear out remaining inventory and reward customers with post-holiday sales.







BONUS TIP



# AFFILIATE MARKETING



With **my 15+ years of affiliate marketing** experience, here's a holiday strategy just for those ready to dive into affiliate marketing!

- **Target Limited-Time Holiday** Products for Quick Wins.
- **Optimize for Mobile** & Be Ready for Spontaneous Purchases.
- **Implement Personalized, Trackable Codes** to Increase Engagement.
- **Schedule Holiday-Specific Content** Around Key Shopping Days
- **Look for Bonus Commission Opportunities!**





# START EARLY, STAY CREATIVE, & OPTIMIZE FOR THE HOLIDAYS!

I'm **passionate about helping businesses** just like yours to **grow** and **flourish** using modern marketing strategies.



Need help with your holiday marketing? **Let's connect!** 

[EMAIL ME](#)

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