



The Wordsmith VA

Holiday Marketing Tips for Small Businesses

Holiday marketing can be a big deal for your business. But making the most of it requires a little planning before the holidays arrive. Consider these items as you plan your holiday marketing strategy.

Your Target Market

To get the highest amount of sales possible, you have to reach the people who are most interested in the services or products your business offers. This is your ideal customer – your target market. Answer the following questions to discover who your ideal customer is:

- Which problems does your ideal customer have?
- How can your product or service solve your ideal customer's problems?
- What is important to your ideal customer?
- What are your ideal customer's goals?
- What is your ideal customer afraid of? How can you help your ideal customer overcome these fears?

After you determine who your target market is, do some research to figure out where you can find them online. Be sure to direct your marketing strategies to the places where your audience spends time online.

Promo Ideas

Here are a few ideas for promoting your small business during the holiday season:

Offer a Black Friday/Cyber Monday Sale – Black Friday is the day after Thanksgiving, and the following Monday is Cyber Monday. Consider hosting a sale on your products or services during this weekend. Drop hints about what your sale item(s) will be but don't announce the actual sale product and price until that weekend.

Offer a December Sale – Hosting a sale during Thanksgiving weekend is a great way to kick off holiday sales, but many people wait until closer to the holidays to shop. So think about hosting a December sale! You can offer a sale on a particular item, free shipping on orders more than \$50, a set percentage off all items (such as 20%), or a special "holiday bundle" package.

Offer a Post-Holiday Sale – Shoppers are always looking for good deals after the holidays are over. They spent money on others, and now they're ready to shop for themselves! Use the ideas above to host a sale at the beginning of January.

Blog Post Ideas

Take advantage of your blog audience to promote your business during the holiday season. Here are a few blog post ideas to get you started:

November

- Share your family's or business's Thanksgiving traditions.
- Write a list of the things you're thankful for this year.
- Offer tips to help your readers save money on holiday gifts. Or share ways your readers can earn money to help cover the cost of holiday gifts.

December

- Write a post about how your family or business celebrates Christmas, Hanukah, or Kwanza.
- Review your blog analytics and post a round-up of this year's most popular posts.
- Share your business goals for this year. Discuss the ones you met and the ones you didn't meet.

January

- Provide some tips for how your readers can create positive changes and make new habits stick.
- As cold weather and the winter blues settle in, offer advice on how your readers can stay happy and cheerful.
- Share your goals for the coming year and explain how you plan to meet them.

Next Steps

Determine which products or services you will feature this holiday season and which types of promotions you'll offer. And, of course, decide when you'll offer each promotion. Then start creating blog posts, email newsletters, and social media posts to align with your promotions. Don't forget to create eye-catching graphics! Setting goals and deadlines will help you get everything done in time. Before you know it, you'll be on your way to stellar holiday sales!

Do you need help marketing your company's services?

The Wordsmith VA is ready to assist you!

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