



Your best holiday season  
ever starts today.

# A Simple Holiday Promotion Plan:

How to get better results this holiday season



# It's that time of year again.

The busiest shopping season of the year — the holidays.

Aside from the usual rush around the holidays, there are also a few other big shopping days that kick off the season.



**Black Friday - November 25th**



**Small Business Saturday - November 26th**



**Cyber Monday - November 28th**

The holidays and the special events above present an enormous opportunity for you to succeed with your own promotions at a time when your customers are primed and ready to buy.

Let's make it your best holiday season yet!



### Why bother with this guide?

We're going to show you how to encourage **more customers** to shop with YOU this holiday season.

Today, you'll set a goal for a holiday promotion and create a great offer to help you reach it.

Here's the best part: You can then use this plan again and again for any special offers or events you run throughout the year.

### What we'll show you:

- 1 How to put together a **PLAN** to let your customers know about your promotion and why they should shop with you.
- 2 How to **EXECUTE** your plan
- 3 How to **EXTEND** this simple framework for continued success throughout the rest of the year.

### What you'll need:

A place to hang signage in-store

A permission-based email list of customers to contact

A Constant Contact account (You can [start a FREE trial today.](#))

A Facebook Page for your business (we'll provide you with ideas and examples of engaging Facebook posts)

Sound good? Let's get started by setting a goal and creating an offer to entice people to come to your store for your special holiday promotion.

# How to Create a Great Holiday Offer

The key to a great offer is that it's compelling enough to get people to act. It also needs to bridge the gap between your customers' needs and your success.

**So how do you do it? Let's take a look.**



Step

1

## Set Your Goal

What's your vision of success? Of course you'll want people to visit your business. But if the holidays have come and gone, what specifically would make your offer a success for you? Ultimately, this boils down to generating more revenue. What is that dollar amount? Also, think about how many existing customers you'd like to get in store. How many new customers? These things can color the strategy behind your offer and how you present it.

**Write down your goals. Pick ONE that you'll use for this offer.**

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Step

2

## Understand Your Audience

Understand who you're talking to so you can make an offer that appeals to them. Here's a simple way to get started: Think about one of your best customers. Create an offer that would appeal to that person specifically.

**Write down your answers. Pick ONE that you'll use for this offer.**

What does your best customer want or need? What would really "Wow!" this customer?

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What type of incentive has inspired this customer to take action in the past?

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What is it about your business that would make this person want to refer you to their friends?

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Step

3

### Understand Your Value

Your customers have a lot of options — why would they want to support your business?

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What products or services do you provide to make your best customers' lives better?

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There are probably many things that make you valuable to your audience. Write them down.

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**Pick ONE key aspect of your value to use for this offer.**

Step

4

### Create Your Great Offer

**Take the one thing you chose from steps 1-3 and put them together to answer the question:**

Why should someone come into your store for your holiday offer?

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**Tip** Not every offer needs to be a discount. Some ideas include: free coffee/doughnut, special gift wrapping, get a free stocking stuffer with purchase, spend more than \$30 and get 10% off your next purchase, etc.

## Here's an example of how to put it all together: Heavenly Croissants

- Step 1  Heavenly Croissants chooses to get 100 customers to their store.
- Step 2  Heavenly Croissants has had great success with offering a percentage off to its best customers. The customers consider it a nice little “thank you.”
- Step 3  Heavenly Croissants also understands its coffee and pastries are an important part of its customers’ morning.
- Step 4  Heavenly Croissants puts it all together to create a delicious deal of **15% percent off a customer’s next purchase**, which it can promote as a “thank you” to its customers for shopping with them this holiday season.

### Take 15 % off!

Thank you for shopping with Heavenly Croissants this holiday season! Stop in while you're out doing your holiday shopping or give us a call and let us help you get ready for your family parties or work events.



Provide your email address to claim this coupon

Now that you have a great offer, it's time to put a plan into place to let people know about it. Let's go!

# Your Holiday Promotional Plan

With a great offer, promotional plan, and the tools to help you execute the plan, you'll be in a great position to have your most successful holiday season ever!

You already know your goal and what you'll be offering. The next step is to put together a promotional plan. Email marketing will be the most effective tool for reaching potential customers throughout the holiday season. You can also use social media to extend your reach and attract new people during the busy holiday months.

We'll provide you with resources to create consistent branding across all your promotional activities.



## SMALL BUSINESS SATURDAY

SHOP WITH US AND SUPPORT SMALL BUSINESSES  
AND OUR LOCAL ECONOMY.

Constant Contact 

## How to promote your holiday offer:

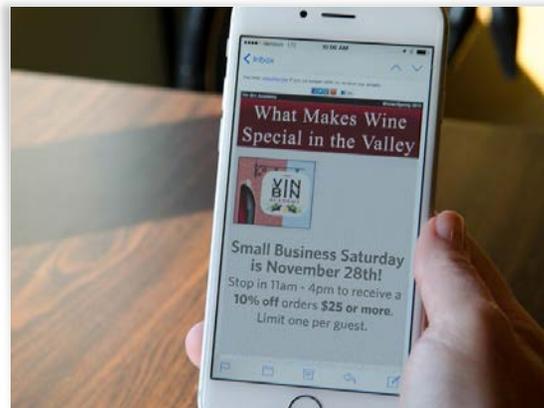


### In-store promotion

Once you have your offer, create signs to hang in your store to let people know about it.

Don't forget to encourage people to stay in touch by joining your email list so you can send them information about other offers and get them back to the store.

**Tip:** Download a free sign-up sheet to use in-store [here](#).



### Email promotion

We suggest an email plan that includes a total of three messages: an announcement of your offer, a reminder, and a "Thank You" message.

\* (see page 9)

**Tip:** If you're using Constant Contact for your email marketing, we've created special Small Business Saturday and holiday-themed templates just for you. Just insert your business info and you'll be ready to schedule.

[Log in to create a new email using our holiday templates now.](#)



### Facebook promotion

In addition to your regular Facebook updates also plan on letting people know about your holiday offer.

\* (see page 10)

**Tip:** Promote your holiday emails on Facebook using Constant Contact's Facebook Advertising tool. Simply select a budget, based on the number of people you want to reach and we will create an ad to be promoted on Facebook.

[Learn more about Constant Contact's Facebook Advertising tool.](#)

## Here's a sample 3-email promotion plan:

### Email 1

**Announce your holiday offer. (Send when you have your offer ready.)**

Let your customers know about your offer and why they should act on it.



### Email 2

**Send a reminder just before your offer expires. This is it. Your holiday offer is almost up. Let your contacts know this is their last chance to take advantage of it.**



### Email 3

**Send a "Thank You" email to your customers. Say "Thank you!" to everyone who came out to shop with you this holiday season. Expressing your gratitude goes a long way in creating long-lasting customer relationships. Include a bonus offer to get people back to the store.**



## Here's a sample 3-post Facebook promotion plan:

### Post 1

Ask people to join your email list to get a special offer. Include a link to your sign-up form with the following status:

*"Shop small this holiday. Join our email list for a special holiday offer."*



### Post 2

Remind people they still have time to get your holiday offer. Post a relevant image to your Facebook Page with the following status and a link to your sign-up form:

*"There's still time to get our special holiday offer. Join our email list to get it sent to your inbox."*



### Post 3

Say "Thank you!" Post an image of you and your staff to your Facebook Page with the following status:

*"Thank you for shopping small this holiday."*



## How to Execute Your Plan

You now have a simple plan to get the word out about your holiday offer and encourage people to shop with you by letting them know in the following ways: when they visit your store, via email, and by updating them on Facebook.

### What now? Let's work on how to execute your plan.

First, you'll want to take the time to create the content for your emails and Facebook posts. Your prep work on the previous pages should make it easy! And, if you're using Constant Contact, be sure to check out the specially created Small Business Saturday and holiday templates designed to save you time.

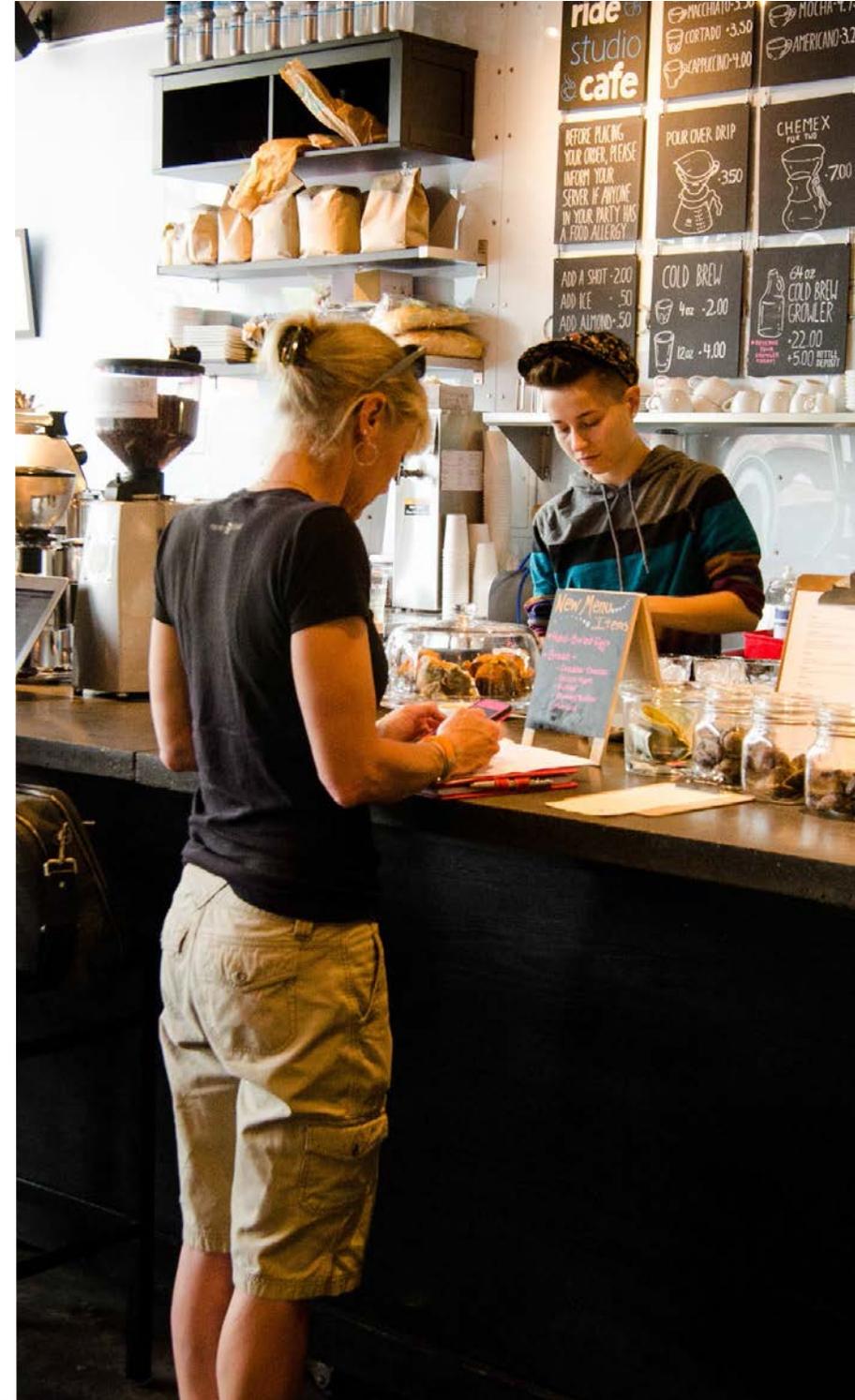
Next, you'll want to schedule your emails and Facebook posts and prepare your business for the holidays. With Constant Contact, you'll be able to schedule your email messages in advance. If you want to extend your reach beyond your existing email list, consider using [Constant Contact's Facebook Advertising tool](#) to promote your email to local consumers on Facebook in a few simple steps.



\*\*\* Tip \*\*\*

Remember to use all your available networks. Include info about Small Business Saturday on your website, blog, and any other social networks your business is active on.

The graphic features a thermometer labeled 'OUR GOAL' on the left, a two-story building in the center, and a bicycle with a basket labeled 'CLOTHES' on the right, all set against a light blue background with a dark blue border.



## Get prepared

Once you have everything scheduled, you'll have your promotional plan on autopilot. Now you'll have more time to focus on making sure your store is properly stocked and staffed for the holidays. Get ready to give your customers a great experience when they shop with you.

And don't forget to ask new customers to join your email list while they're in your store for the holidays. This way you'll be able to keep in touch with them and keep them coming back to your store!

## Check in on how things are going

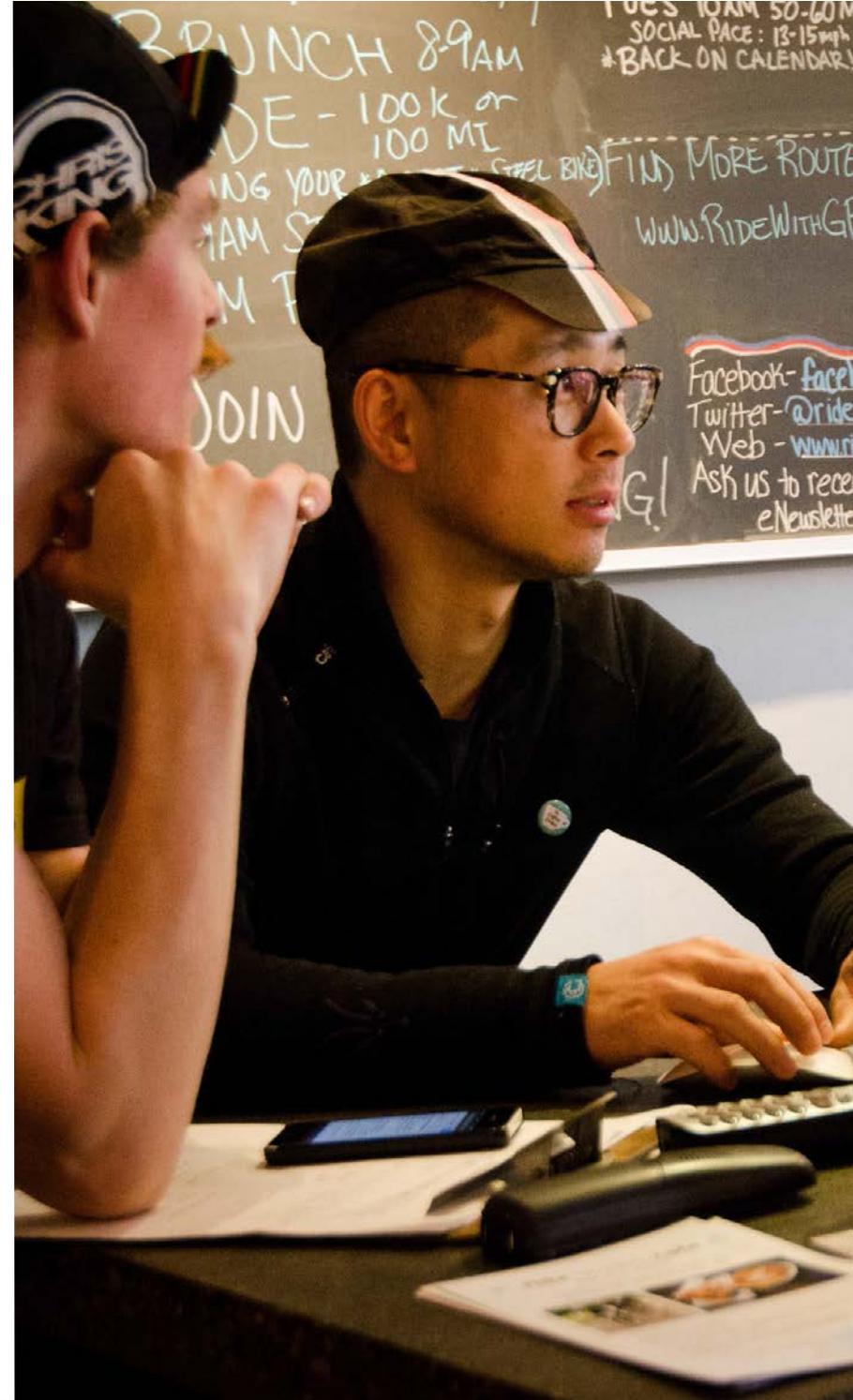
Be sure to check in with your email marketing stats 48 hours after each of your email messages go out to see who's opening your emails and who's sharing them with their friends. You'll also want to track what's happening on your social channels. This way you can engage with the people commenting and thank them for sharing your updates.

In the next section, we'll look at what you can do to extend the success of the holidays. This will encourage repeat business and help you gain new customers through word-of-mouth throughout the year.



# How to Extend Your Success Throughout the Rest of the Year

Congratulations! You've successfully put together a great plan to make the most of the holiday season. But don't stop now. You've gotten people to your store. You'll want them to come back and bring their friends. Let's take a look at how you can extend your success.



## Here are a few ideas to bring customers back:



Be sure to ask new customers to join your email list while they're in your store during the holiday season. This way you'll be able to keep in touch with them! [Check out these resources](#) to help you.



Send a [bonus coupon or reward](#) to the customers who redeemed your offer that can be used in the new year.



[Send a survey](#) to your email contacts to find out what they're interested in so you can keep them engaged all year long.





## Evaluate your success

Once the holidays are over, it's time to evaluate what you've done. What worked? What adjustments can you make so those things work better?

Repeat the framework outlined in this guide at other times during the year. Implement your adjustments and once again evaluate your success and make any necessary adjustments.

Ready to get started? [Log in to your Constant Contact account now.](#)

Need help with your marketing?

**Speak with a free coach.**

**Constant Contact customers**

Current customers: **866-289-2101**

In a free trial: **855-339-0045**

**Not a customer?**

Call: **855-783-2308**



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*Helping small business do more business.*<sup>®</sup>

Visit [ConstantContact.com](http://ConstantContact.com) or call 1-855-783-2308 to learn more.



Your best holiday season ever starts today.