



A SIMPLE HOLIDAY PROMOTIONAL PLAN

HOW TO MAKE THIS YOUR BEST HOLIDAY SEASON YET



Helping Small Business Do More Business.

Constant Contact 



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 28th



Small Business Saturday - November 29th



Cyber Monday - December 1st

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 your 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

Not using Constant Contact?

[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 customer's 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 store. But if the holidays have come and gone, what specifically would make it 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 the 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.

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?

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

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

Step

3

Understand Your Value

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

What products or services do you provide to make your best customer's life better?

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

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?

*** Tip ***



Not every offer needs to be a discount. Some ideas include: free coffee/donut, 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 their 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 they can promote as a “thank you” to its customers for shopping with them this holiday season.



Need help creating your offer for the holidays?

Speak with a free coach.
Constant Contact customers call:
866-289-2101

Not a customer? Call **866-876-8464**



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



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.

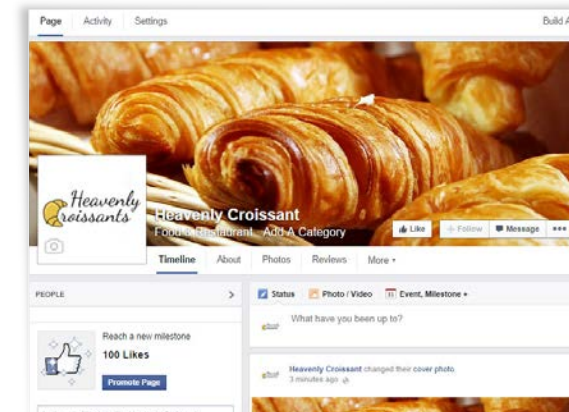


Email promotion

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 10)

 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 and create a new email to use the templates now.](#)



Facebook promotion

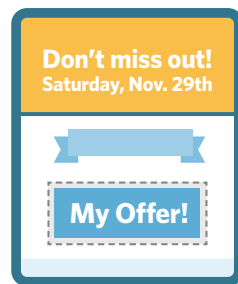
In addition to your regular Facebook updates also plan on letting people know about your holiday offer.

* (see page 11)

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. It's time to 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. You can even send along another offer they can use later in the year so you 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 (be sure to include 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 statuses and prepare your business for the holidays. With Constant Contact you'll be able to schedule your email messages in advance. [Facebook also allows you to schedule your updates](#) ahead of time too.

★ ★ 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.



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 goes 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 networks. 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 way you can encourage repeat business and 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.

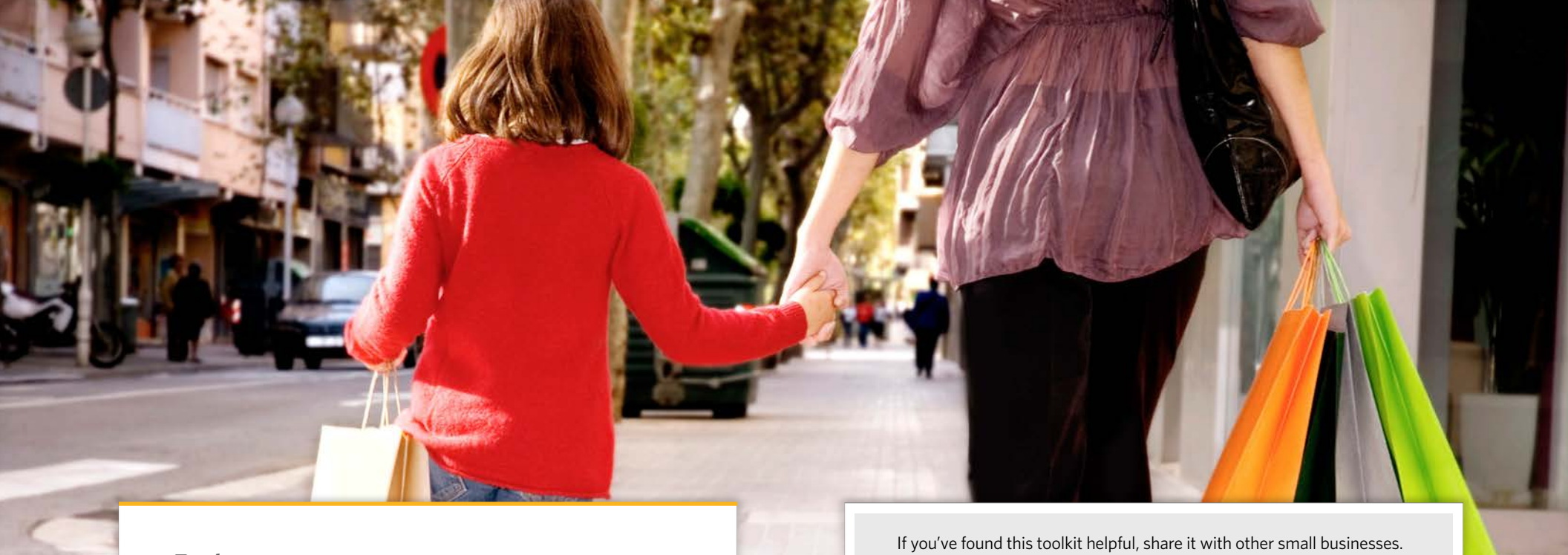


Send a [bonus coupon or reward](#) to the customers who redeemed your offer that can be used in the new year.



[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 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.

Tell us how you did! We'd love to hear your success stories. Share your story on our Facebook Page Link: www.facebook.com/constantcontact

If you've found this toolkit helpful, share it with other small businesses.

Tweet This!



Use this guide to get more customers during the holidays.

Thanks @ConstantContact! - ([Tweet this!](#))

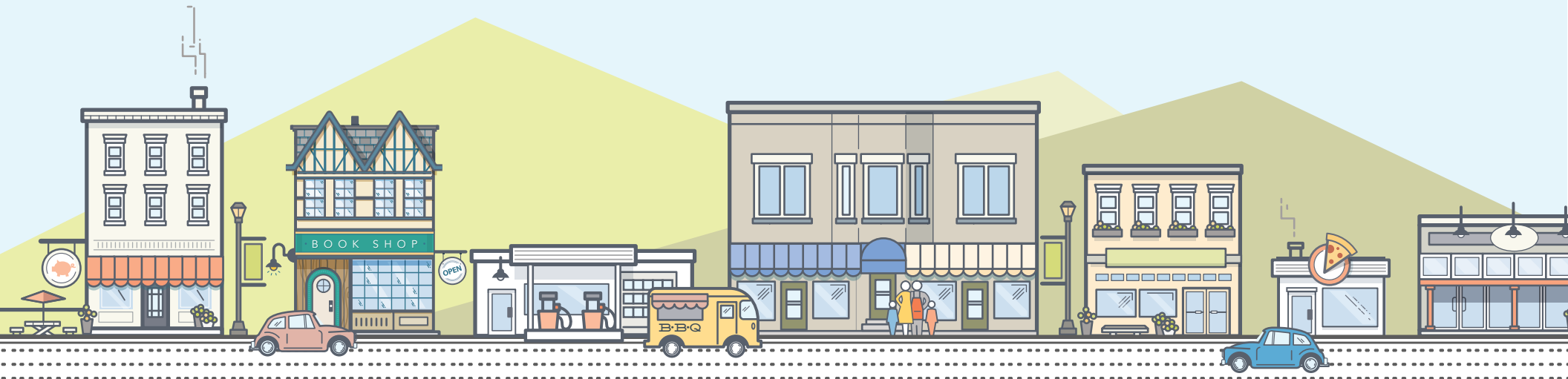
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