



Holiday Promotions: Planning and Design

Give yourself the gift of new customers

What we're doing today.



1. Are you ready?
2. Create a holiday marketing strategy
3. What's your offer?
4. Make a great promotion
5. Next steps



Are you ready? | Create a holiday marketing strategy |
What's your offer? | Make a great promotion | Next steps

Are you ready?



Holiday spending
to increase by
3.5%

Source: Retail TouchPoints



Online holiday sales
will increase by
9%

Source: Volusion

Seize the moment!

20%- 40%
of yearly sales



Source: National Retail Federation

Prepare now



41% start shopping before Halloween



Remember: this is part of building a **long-term relationship** with your customers



Know your goal for the holiday season

3 quick tips for holiday promotion success

**Know
your goal**



**Know
your offer**



**Make it
timely**





Are you ready? | **Create a holiday marketing strategy** |
What's your offer? | Make a great promotion | Next steps



Know your
marketing goal

Know your
audience

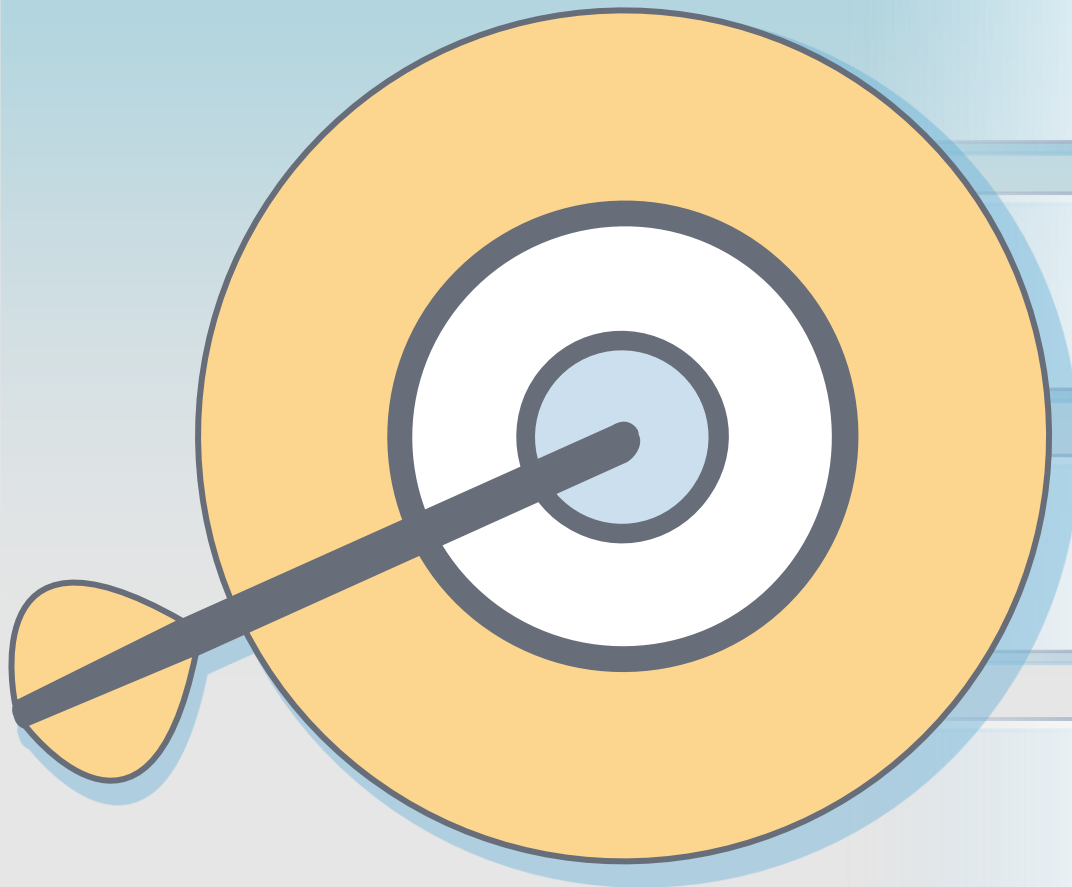
Know what
they want

Know where
to reach them

Know when
to reach them

Are you ready? | **Create a holiday marketing strategy** |
What's your offer? | Make a great promotion | Next steps

Know your marketing goal



Reach

new customers

Drive

repeat business/
loyalty

Motivate

donors and advocates

Increase

membership/
subscriptions

Know your audience



**Ask
questions**

How often?
What interests
them?

**Watch
behavior**

Open rates
Click rates

**Happy
customers**

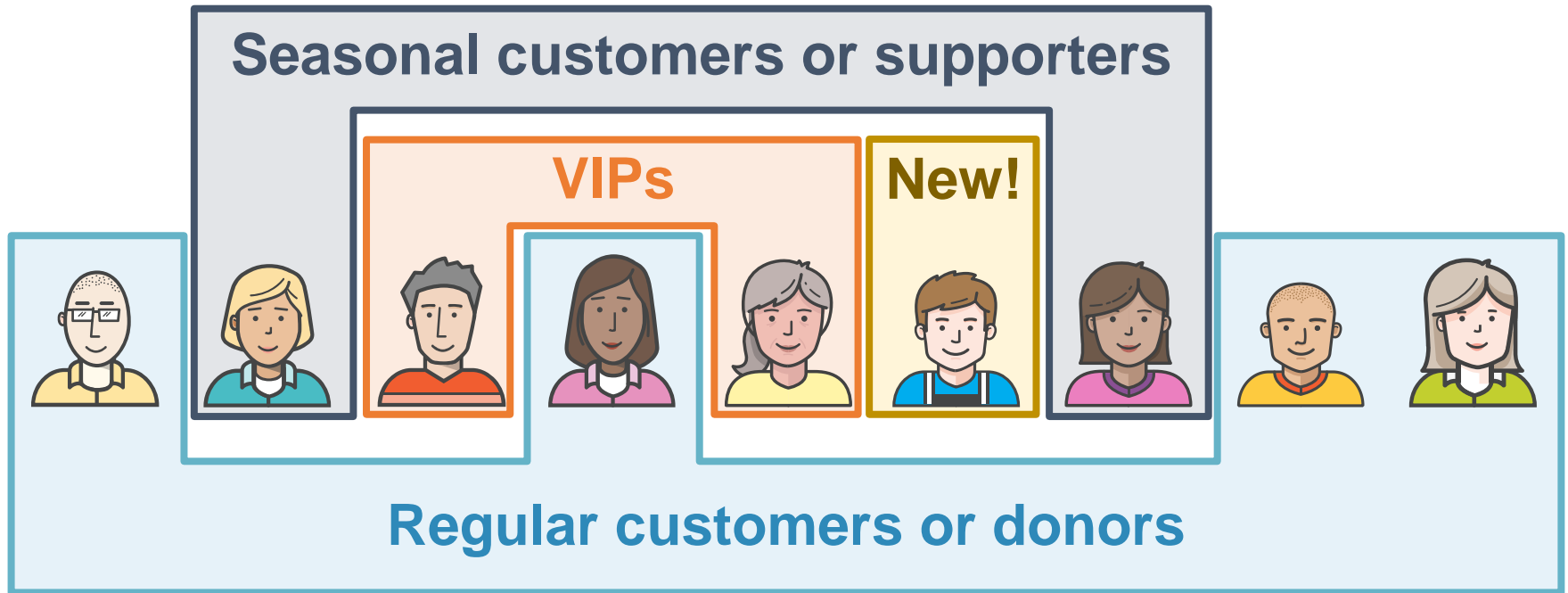
Know what they want

56%

Unsubscribe because
the content was not relevant

Know what they want

Segmentation



Divide people into groups based on information like interests and demographics



Art Impressions
...Hooray!



Art Impressions, Inc.
...Hooray! It's an Ai Day

Shop
Catalog
Get Inspired
Ordering Info
About
Wholesale

Visit our blog
Like us on Facebook
Follow me on Pinterest
View our videos on YouTube

Sale: Stamps! 25% Off*



E1608 - Haybale
Regular UMO: \$4.97
Sale Price UMO: \$3.73

NEW! SERIES
'Try'fol
Let your creative spirit



TRY ALL 5 SETS!



Search

Pinterest

Pin it 8

Schedule

Like 1

Visit Site

Send

Share



Found on [artimpressionsstamps.blogspot](#)



Art Impressions Rubber Stamp
Turkey and Happy Thanksgiving Sc



Search



J. Doe

Home



Art Impressions Rubber Stamps
Liked

Free Turkey stamp! Get them while they're hot! 🍗

Like Comment Share

7 people like this

1 share



Know where to reach them: **email**



Coupon/discount



Free shipping



Featured products



Website traffic



Donate



Increase awareness



Increase membership



Mobile internet usage is growing fast

More than

50%

of emails are opened
on a mobile device

Source: Litmus



Know where to reach them: **mobile**

75%

used phone to
get real-time,
location-based
information

Source: PewInternet.org

90%

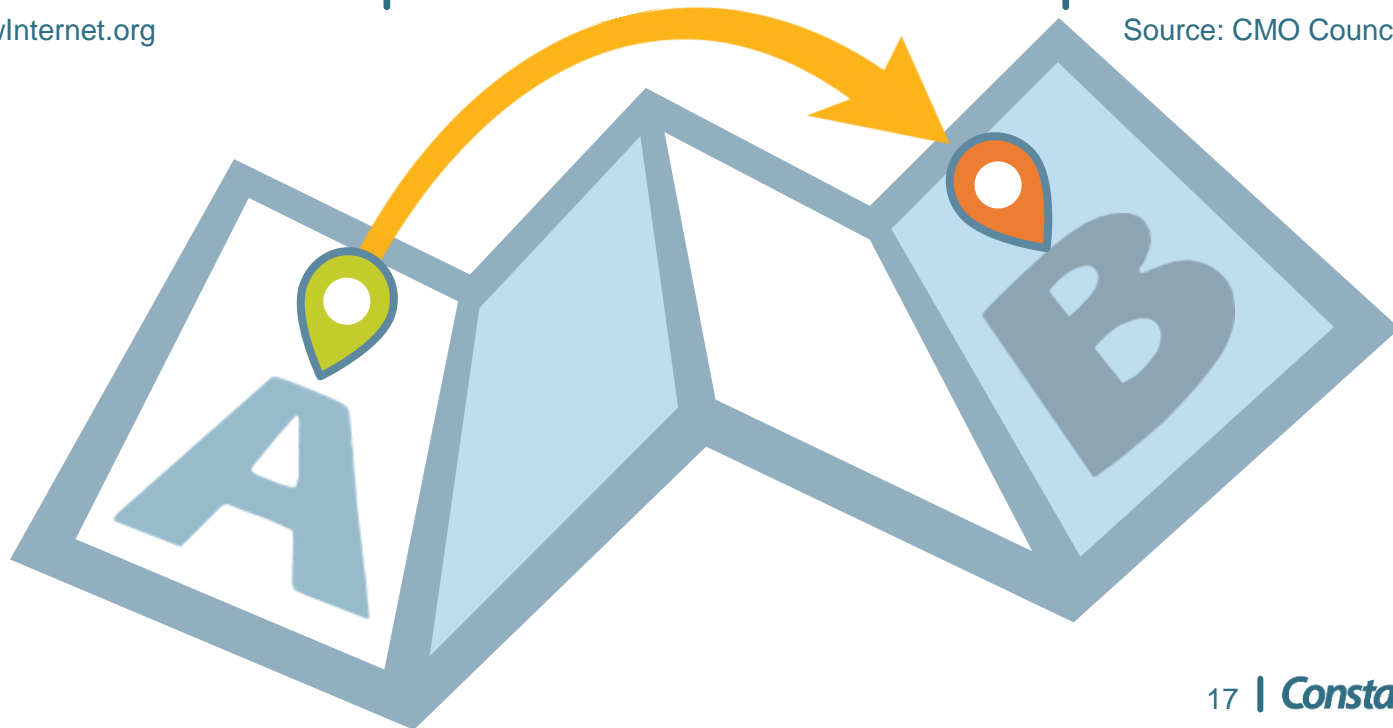
of mobile searches
lead to an action

Source: searchengineland.com

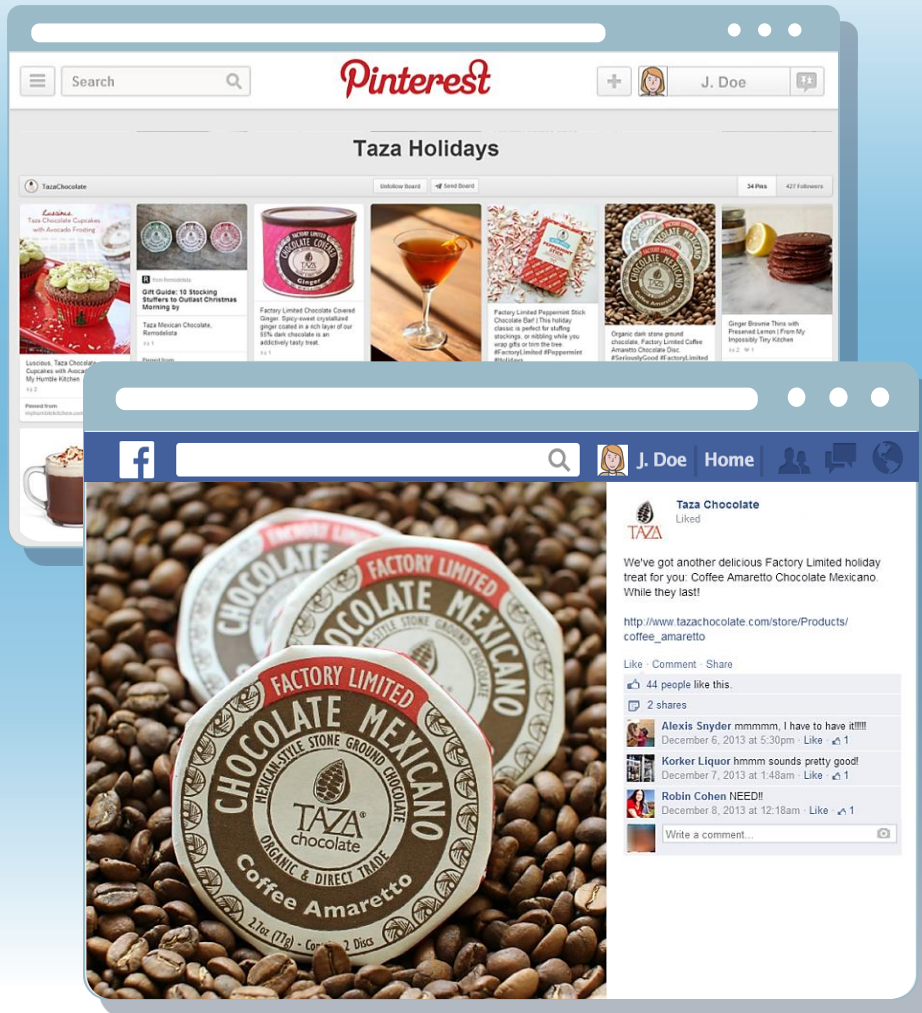
70%

who ran a local
search via mobile
acted within one
hour

Source: CMO Council



Know where to reach them: social media



Share your email newsletters



Post offers



Share product photos



Provide shopping advice



Ask questions to spark conversation



Name	Facebook	LinkedIn	Twitter	Pinterest	Google+
Primary audience	All	Business	Young adults	Women, foodies, crafters	Men, software, marketing, businesses
Good for what?	Sharing text, photos, video, links	Sharing news, product info, testimonials	Sharing news, text updates, links to info	Pinning photos, video, graphics	Sharing text updates, links, photos, video
Best for what?	Sharing engaging content, reaching a large audience	Thought leadership	Sharing original and curated content	Sharing products, how-to/tips, e-books	Increasing your searchability and expertise



Name	Facebook	LinkedIn	Twitter	Pinterest	Google+
Value	high	high	low	high	high
Volume	low	low	high	medium	medium
Frequency	3x/week	3x/week	5x/day	3-5x/week	2-4x/week

Use your networks strategically

Match the value/volume that fits each network

Know when to reach them

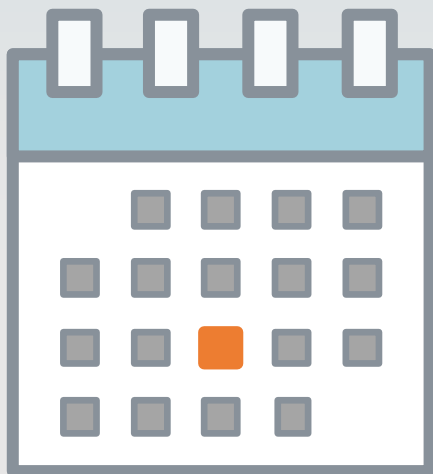
The best dates and times

- Email reporting
- Social media reporting

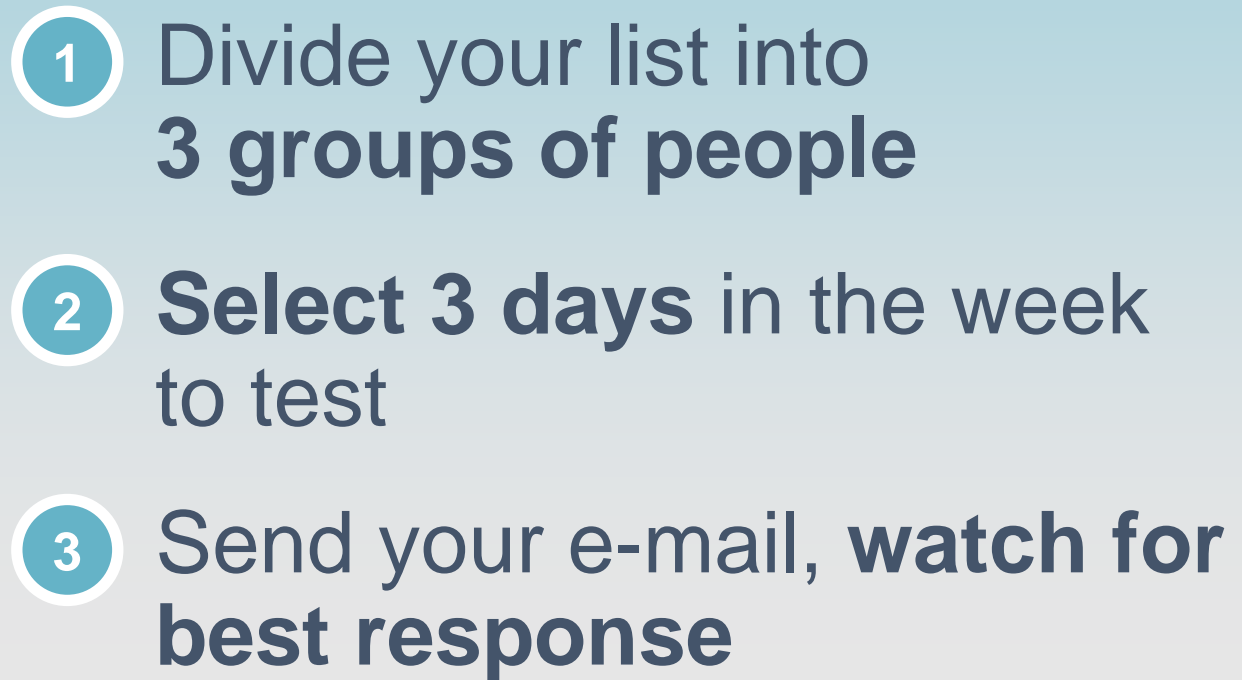
Tools to help you schedule

- Email marketing
- Social media marketing
 - Facebook scheduling tool
 - Hootsuite or TweetDeck

Email: When to send



- **Monthly** is most common
- **Ask yourself:** “When are my readers likely to take the action I want?”



Email: Find *your* best time



- 1 Use **same 3 groups** of people
- 2 **Select 3 times** on the day with the best results
- 3 Send email at 3 different times of day, **note time with best results**

Email: Reporting tools

My Emails > Winter Recipes Email

STATUS **SENT**

Copy

Resend

Email Stats

Printable Version

28
Opened
(42.4%)

147
Sent


14
Clicks
(50.0%)

2
Forwards
(7.1%)

81 Bounces

0 Spam Reports

1 Opt Outs



Template Used: Seasonal - Winter Promotion

Email Settings

Subject: The Content Team Needs Your Clicks!

From Name: Constant Contact Content Team

From Email Address: acollier@constantcontact.com

Reply-to Email Address: acollier@constantcontact.com

Send To Lists:

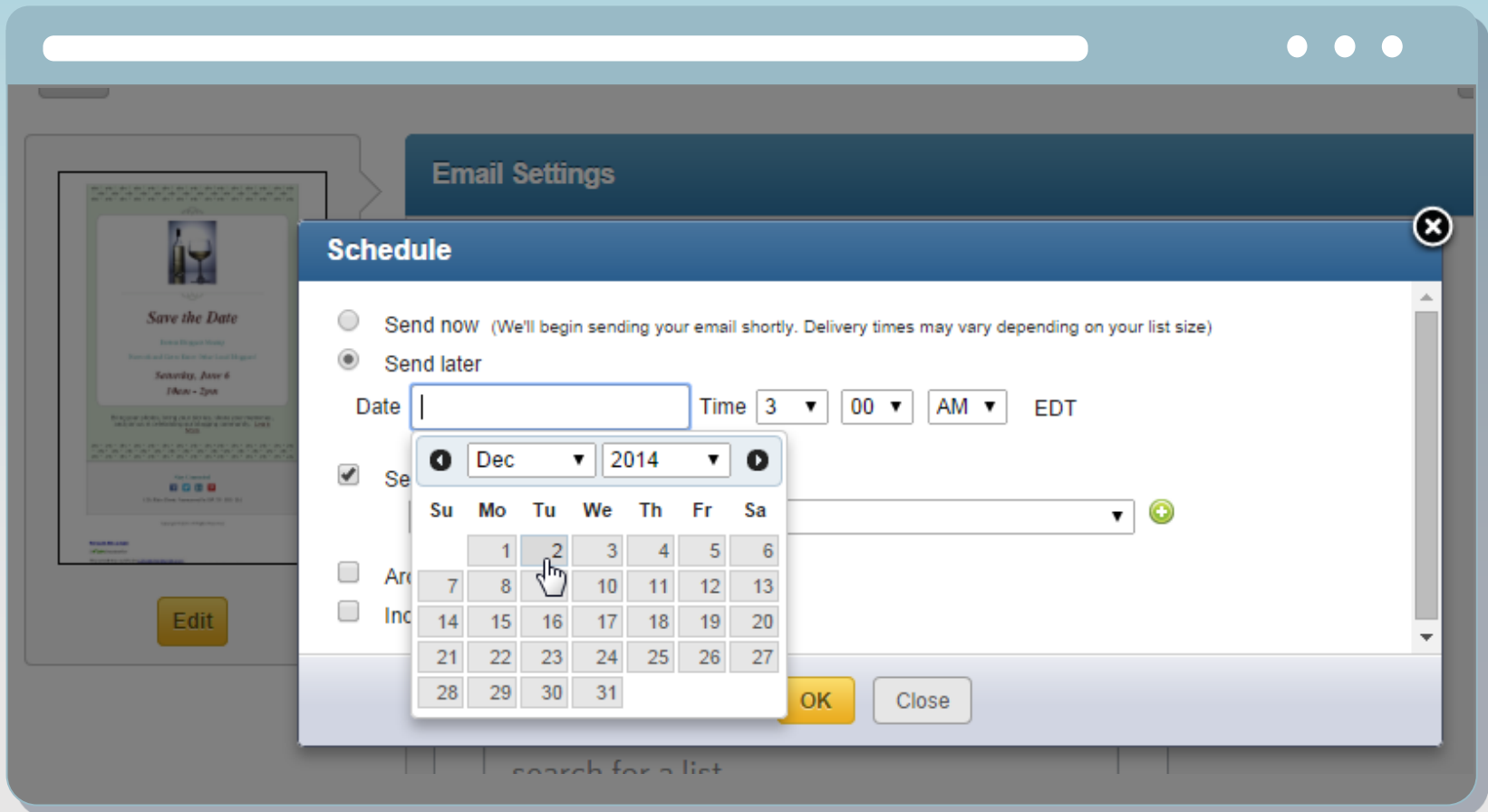
Telesales for our email reporting

Content Team

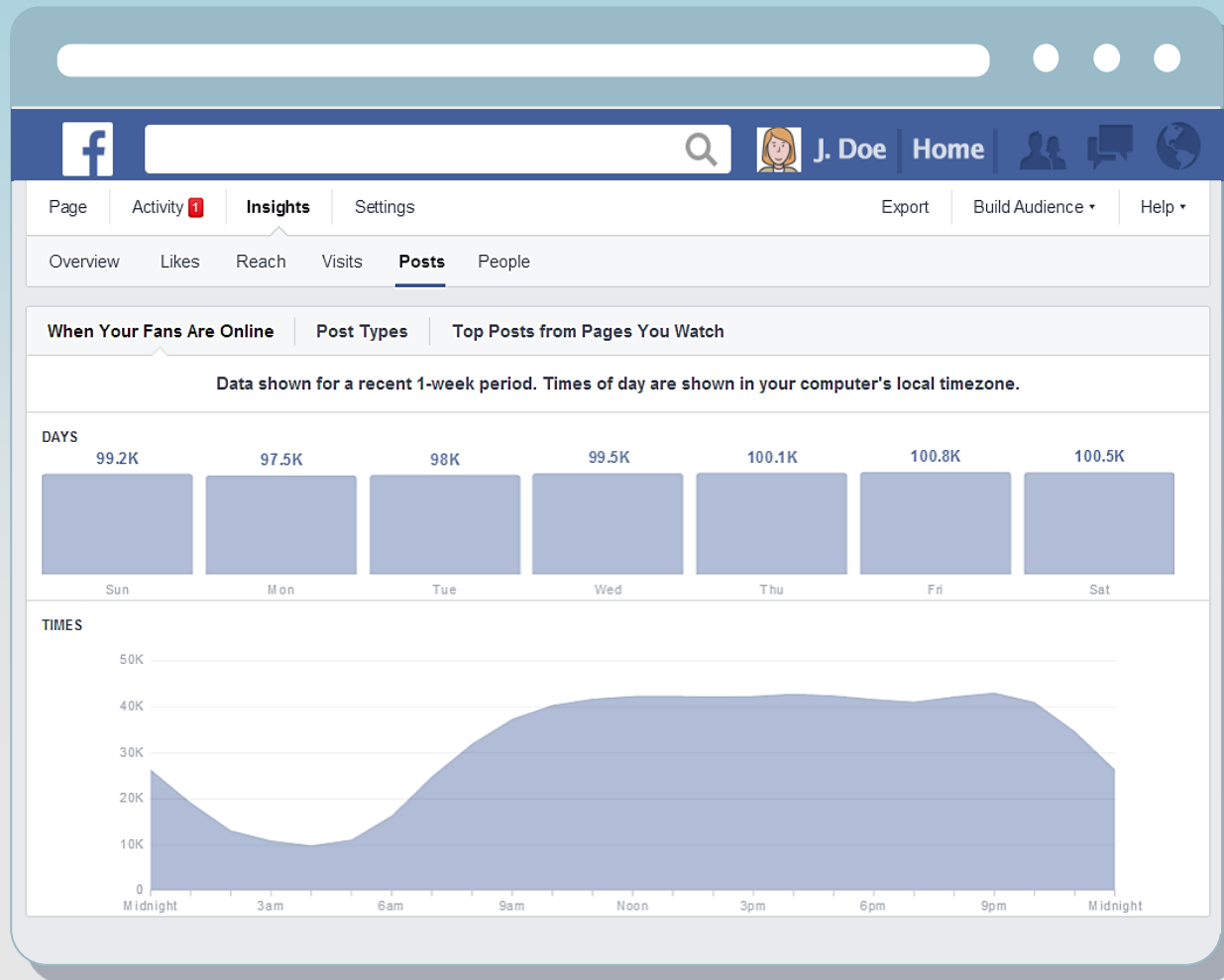
Content Team List

25 | Constant Contact®

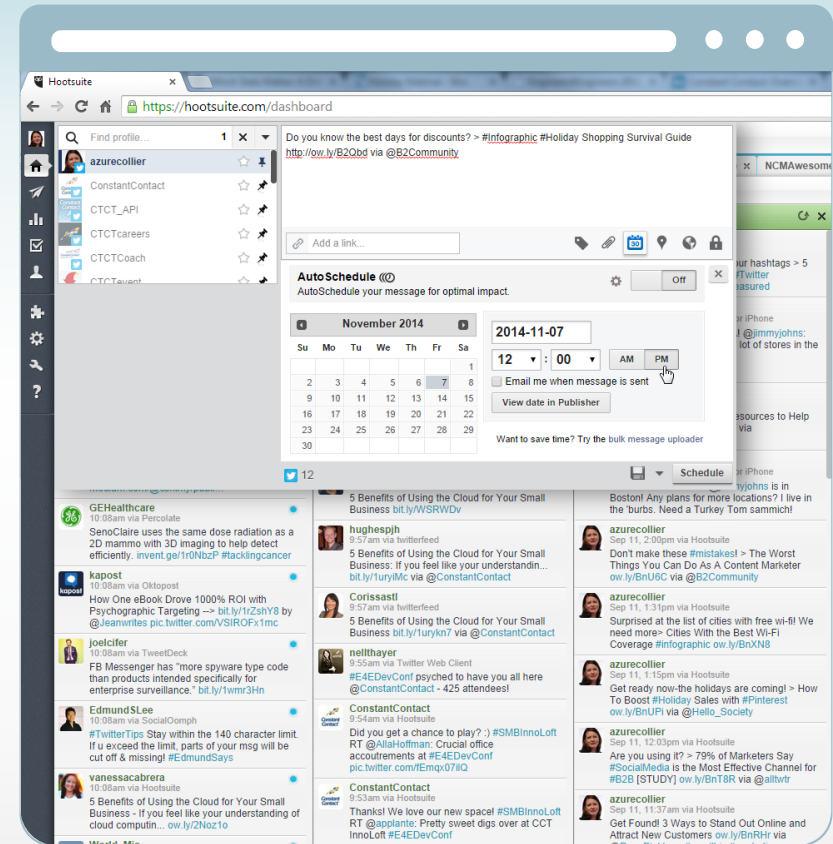
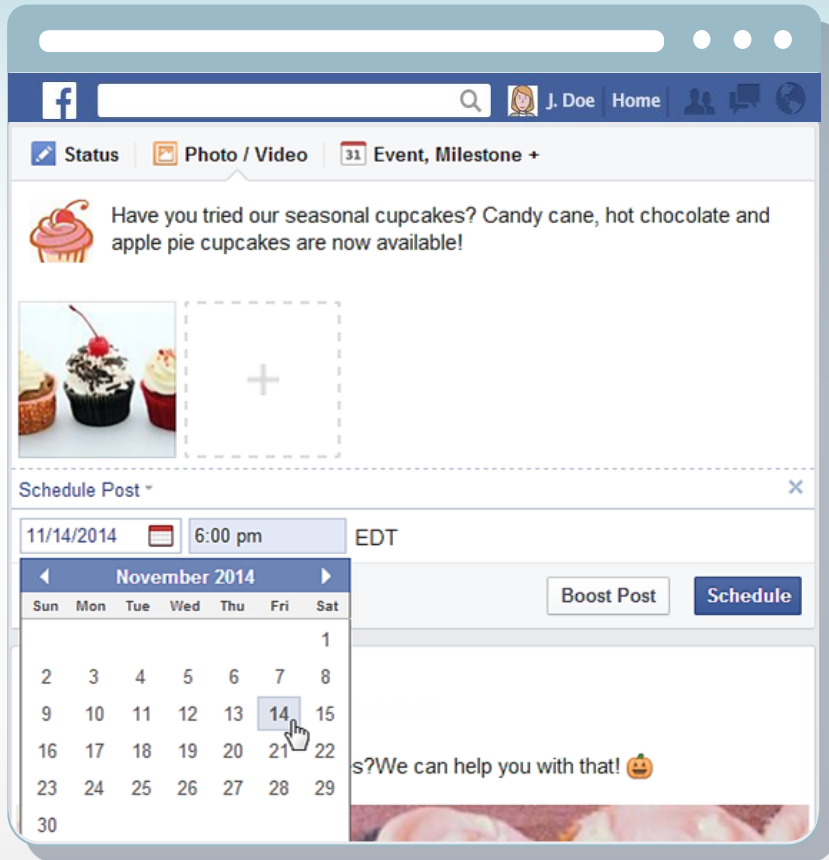
Email: Scheduling tools



Social: Reporting tools



Social: Scheduling tools



Know when to reach them

M	T	W	Th	F	Sat	Sun
1 Here's our Cyber Monday deals!	2	3	4	5	6 Monthly Newsletter: Gift ideas	7
8 Email promotion: free stocking stuffer w/purchase	9	10 Facebook: Link to Pinterest board of gift ideas	11	12	13	14
15	16	17	18 Facebook question: Who in your family is hardest to shop for?	19	20 Email: last chance for free shipping	21
22 Link to Pinterest board of stocking stuffers	23 Email promotion: stocking stuffer offer ends today	24 Christmas Eve	25 Christmas	26	27	28
29	30	31 New Year's Eve				

regular communication
 social media
 promotional communication
 holiday/event affecting business
 deadline-driven communication

[illegible]

One week of Facebook posts

Monday	Tuesday	Wednesday	Thursday	Friday
Time:	Time:	Time:	Time:	Time:
				(Celebrate!)

Exercise: Now it's your turn... fill this out



Are you ready? | Create a holiday marketing strategy |
What's your offer? | Make a great promotion | Next steps

Examples of offers



Discounts



Downloads



Event invites
& updates



B2B services



Hints & tips



Support a cause

Examples of offers



Discounts



B2B services

- 20% off through Thursday
- Buy one, get two
- 1+1= Fun (one for you, one for a friend)

Examples of offers



Discounts



Downloads



Event invites
& updates

- 5 Tips for Better Gardens
- Quickstart Guide
- 7 Mistakes to avoid in your tax preparation

Examples of offers

- Register now, save 20%
- 2-for-1 tix: register yourself, bring a friend for free!
- 10 VIP seats left at standard price!



Event invites
& updates



Support a cause

Examples of offers



Discounts



B2B services

- Newsletter review with every consult
- Save 30% on initial consultation
- 3 coaching sessions for the price of 2

Examples of offers

- Mobile-friendly in 8 simple steps
- Top Trends in Front-of-House Operations
- DIY Precision Instrument Maintenance



B2B services



Hints & tips



Support a cause

Examples of offers

- Help today and receive exclusive access!
- Donate today for a chance to join us!
- Join today and receive our Friends + Family discount

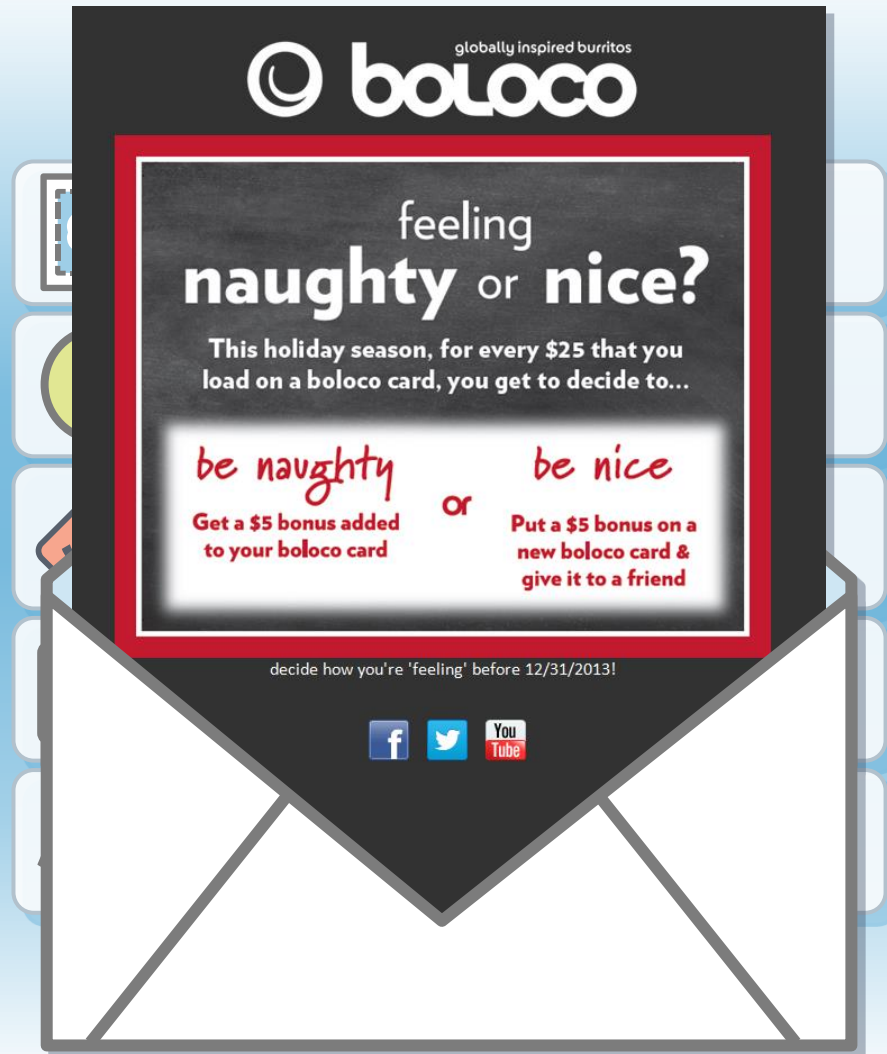


Event invites
& updates



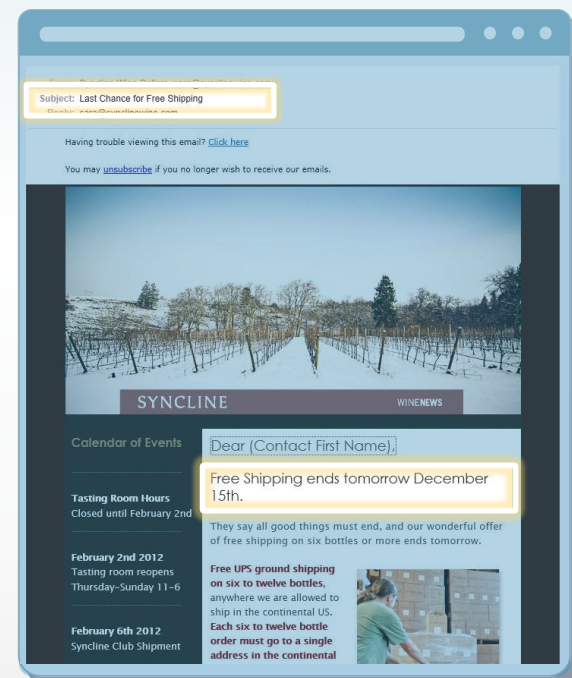
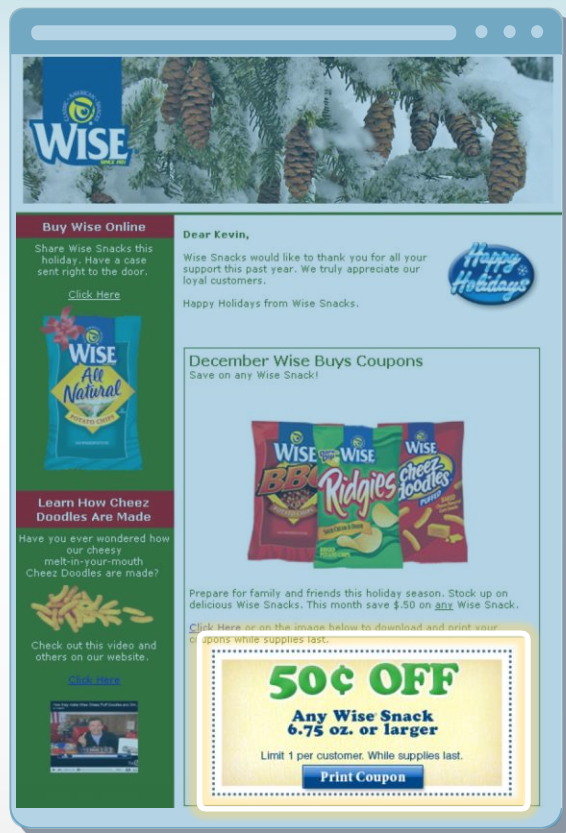
Support a cause

How will you engage with customers?



Make them notice

Use a strong subject line



Make it clear what are you are offering



Are you ready? | Create a holiday marketing strategy |
What's your offer? | **Make a great promotion** | Next steps



1 Make it
timely

2 Make it
easy

3 Make it
engaging

4 Make it
sharable

5 Make it
mobile

Are you ready? | Create a holiday marketing strategy |
What's your offer? | **Make a great promotion** | Next steps

1 Make it timely



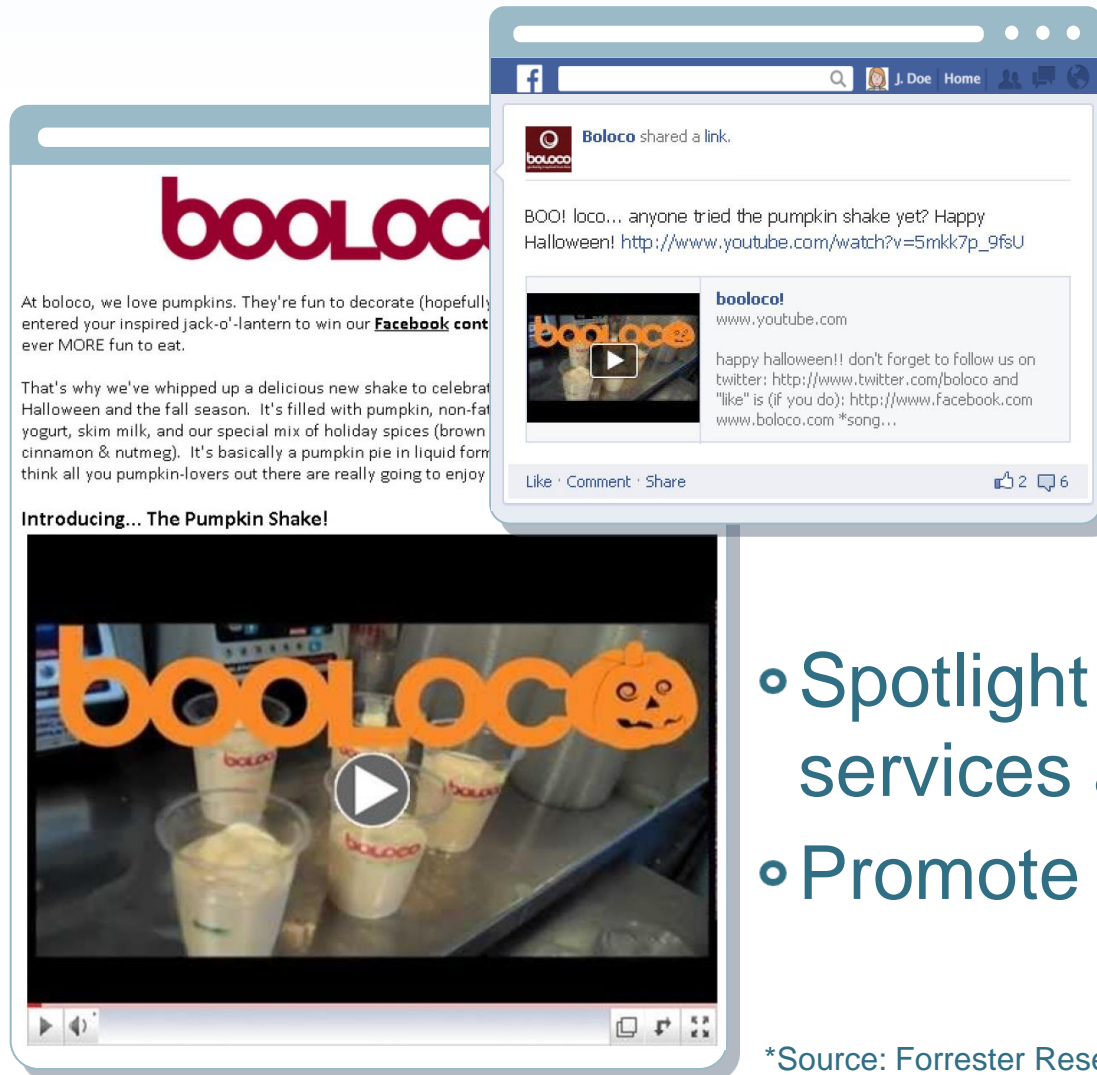
- Take advantage of key dates
- Keep important shipping dates in mind
- Know when exclusive offers end

2 Make it easy

- Help them find the right gift
- Communicate through pictures
- Use design wisely
- Make working links



3 Make it **engaging** with video



boloco

At boloco, we love pumpkins. They're fun to decorate (hopefully entered your inspired jack-o'-lantern to win our **Facebook contest** ever MORE fun to eat.

That's why we've whipped up a delicious new shake to celebrate Halloween and the fall season. It's filled with pumpkin, non-fat yogurt, skim milk, and our special mix of holiday spices (brown cinnamon & nutmeg). It's basically a pumpkin pie in liquid form. Think all you pumpkin-lovers out there are really going to enjoy it.

Introducing... The Pumpkin Shake!

boloco

BOO! loco... anyone tried the pumpkin shake yet? Happy Halloween! http://www.youtube.com/watch?v=5mkk7p_9fsU

boloco!
www.youtube.com

happy halloween!! don't forget to follow us on twitter: <http://www.twitter.com/boloco> and "like" is (if you do): <http://www.facebook.com/www.boloco.com> *song...

Like · Comment · Share

2 6

- Videos increase click-through rates by 300%*

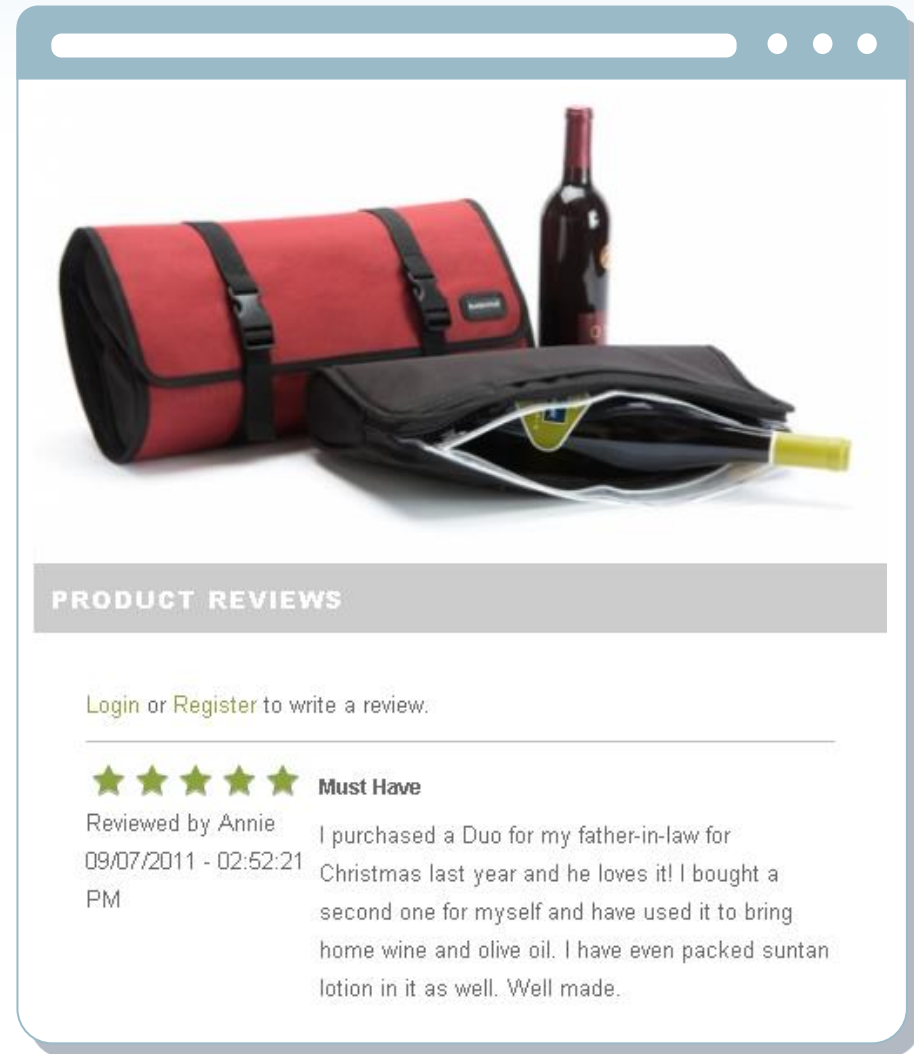
- Spotlight your products, services and customers
- Promote your video

*Source: Forrester Research

3 Make it **engaging** with reviews

- 88% read reviews before purchasing*
- Don't be afraid to ask!
- Include relevant reviews, feedback, ratings and quotes

*Source: BrightLocal“ Local Consumer Review Survey,” 2014



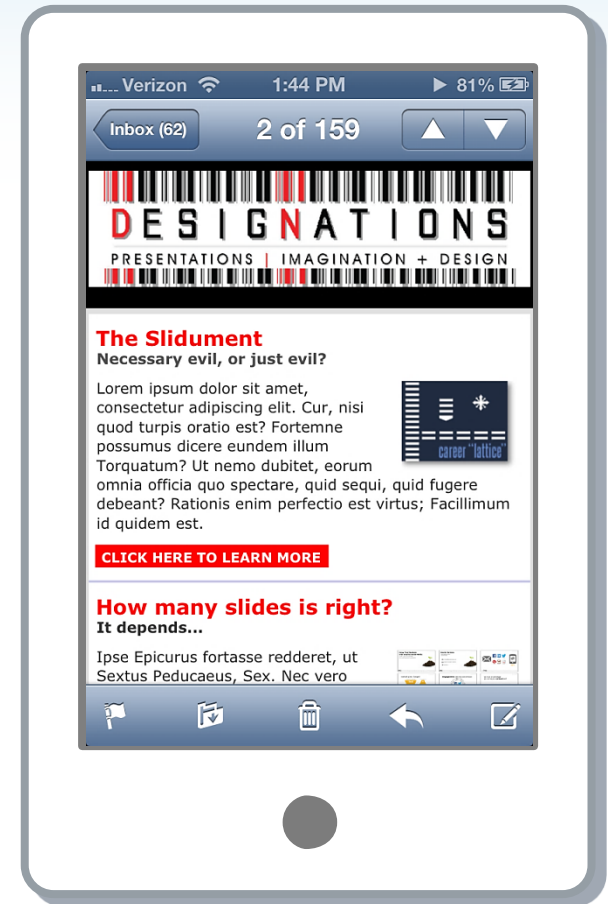
3 Make it shareable

- Share bar
- Simple Share
- Ask people to like, share, retweet, pin

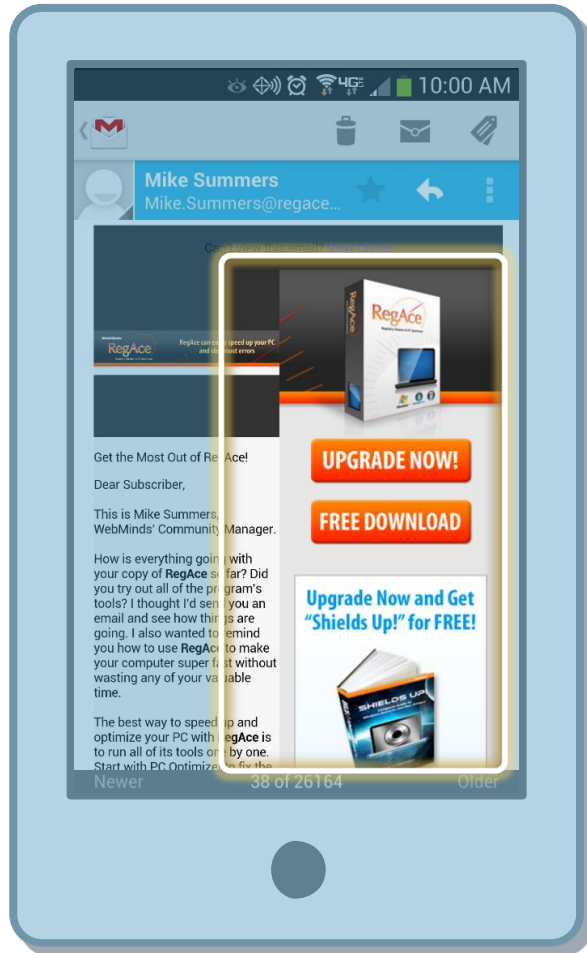


5 Make it mobile

Avoid
using too
much text



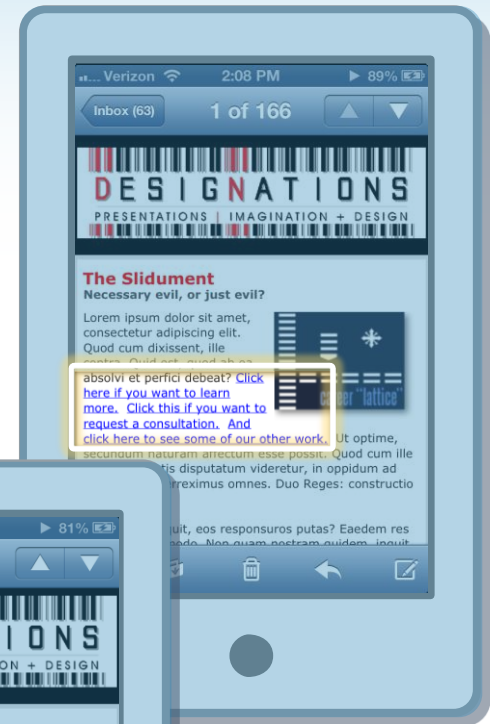
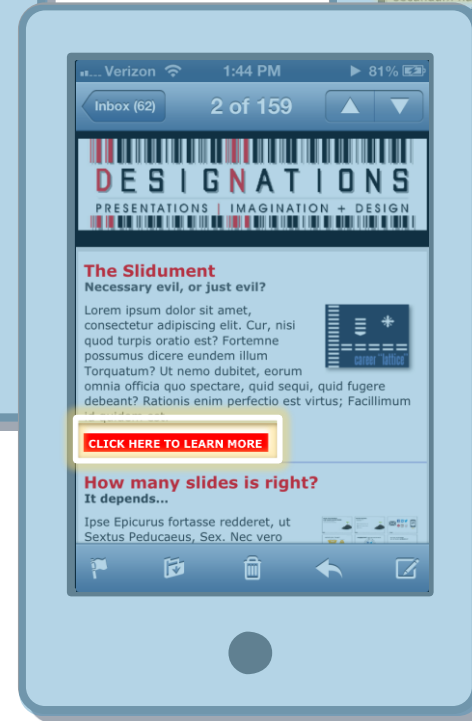
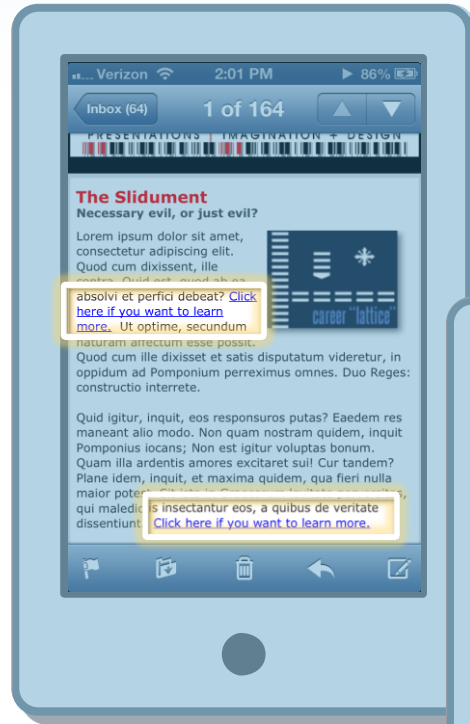
5 Make it **mobile**



**Avoid
multiple
columns**

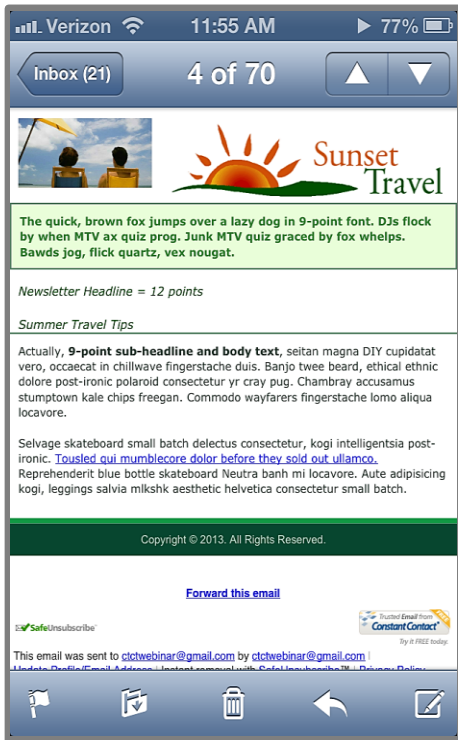
5 Make it mobile

Clear and
easy calls
to action



5 Make it mobile

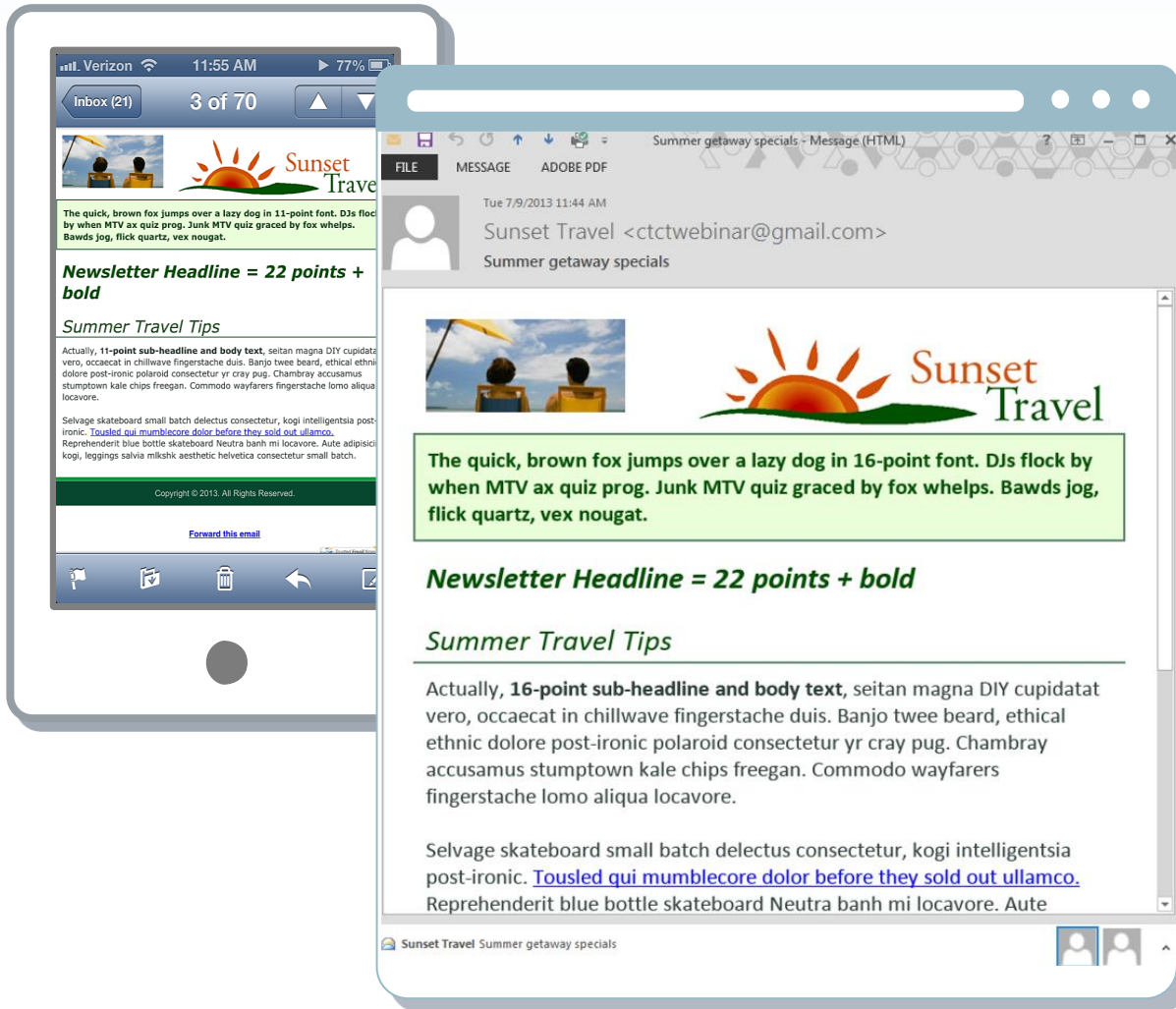
9-point font, headlines don't stand out



Avoid tiny fonts

Minimum: 22-point headlines, 11-point body text, improved contrast

5 Make it mobile

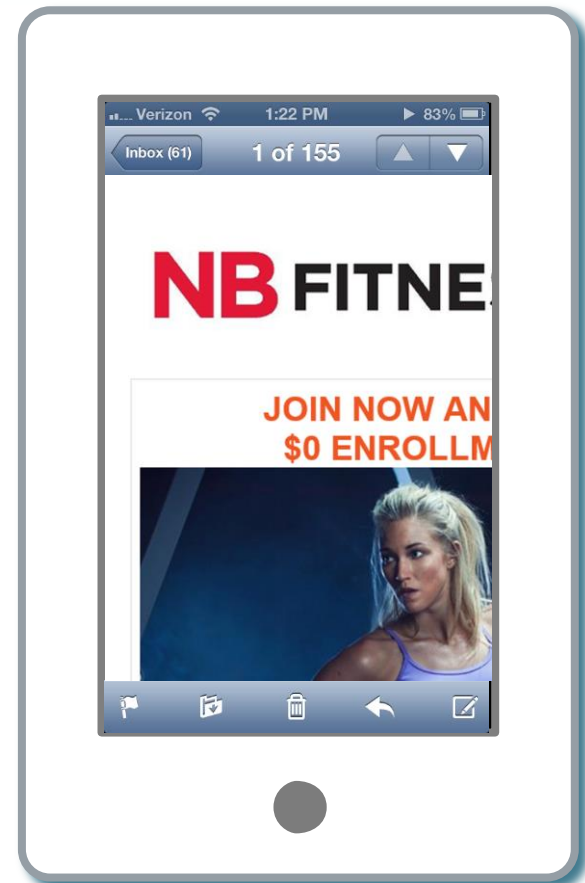
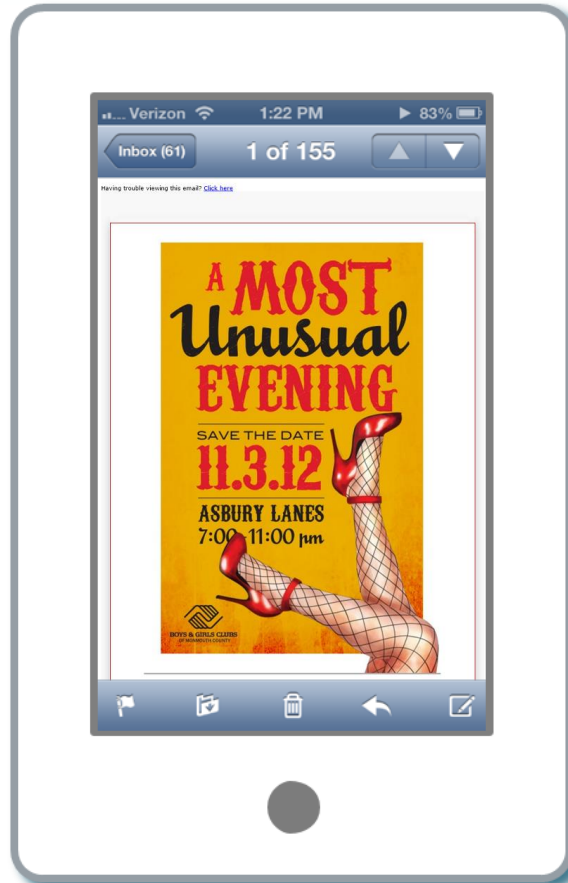


Avoid tiny fonts

Better: 22-point headlines, 16-point body text

5 Make it **mobile**

Use images carefully





Are you ready? | Create a holiday marketing strategy |
What's your offer? | Make a great promotion | **Next steps**

Get ready for success!

Determine your
**promotional
goal**

Create a
**holiday
marketing
strategy**

Does your offer
**answer the
question “Why
should I
care?”**

Make your **promotion great!** Make it...

Timely Easy Engaging Shareable Mobile

Are you ready? | Create a holiday marketing strategy |
What's your offer? | Make a great promotion | **Next steps**



Get started today...

60-day free trial

www.constantcontact.com



Want to learn more?

Local learning near you...

www.constantcontact.com

Select Resources » Local Learning » Seminars



Want help in your area?
Expert partners near you...

marketplace.constantcontact.com

Select "Services" and use search box to find
a partner near you.

