



Holiday selling every month of the year.

DEVELOP YOUR MARKETING STRATEGY.





About the author.

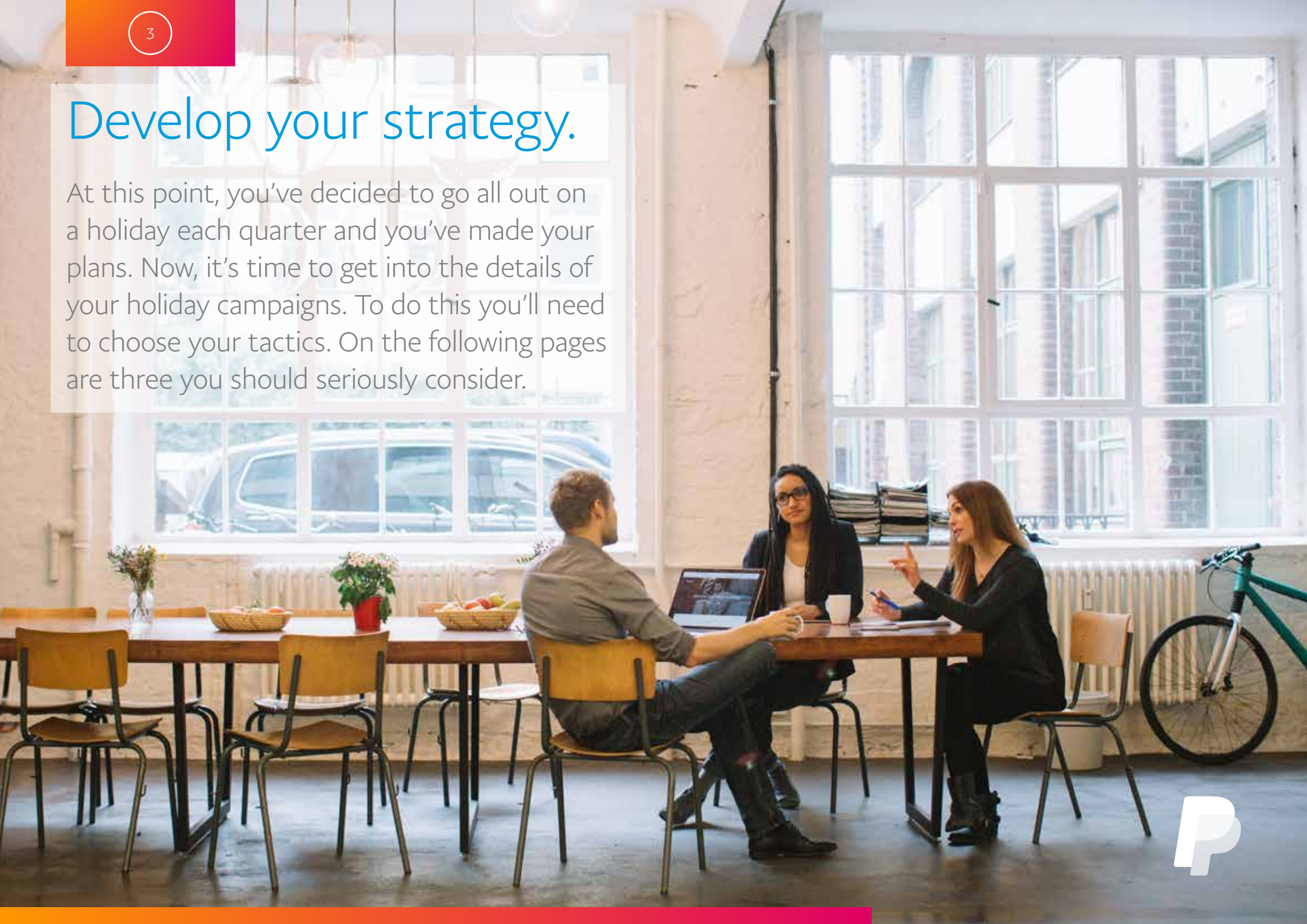
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Develop your strategy.

At this point, you've decided to go all out on a holiday each quarter and you've made your plans. Now, it's time to get into the details of your holiday campaigns. To do this you'll need to choose your tactics. On the following pages are three you should seriously consider.



Events.

It doesn't matter whether you sell cookies or catalytic converters, your customers want to use what you offer in the best way possible.

Events can be both online and offline—mix it up and do a few of each.

One way you can help them is to schedule events around your target holidays.

When figuring out the kinds of events that might work, there's no need to re-create the wheel. Schedule in-store or on-location events where you demonstrate your products, bring in guest speakers, or host a cocktail party. For example, Zeke Freeman, owner of Bee Raw, is a big fan of educational events: "The people who come to our events learn about making honey cocktails or pairing cheese and honey become (ahem) sticky customers."

You can also do something online, like a webinar or video event using Facebook Live or Google Hangouts on Air. Make them engaging and with a call to action, such as "Visit our website in the next five hours for a buy-one-get-one-free offer." Do a few of these events and mix it up—a couple online and a couple live, on-site.

Make sure you tie the event to the holiday by positioning it as a special event honoring some group or in commemoration of some event.



BEE STRATEGIC ABOUT YOUR EVENTS.

Zeke Freeman at [Bee Raw](#) likes to host cocktail parties: "The people who come to learn about making honey cocktails or pairing cheese and honey become (ahem) sticky customers."



Promotions.

Use the holidays to offer a unique sale, gift-with-purchase, or discount.

“We’ve found that giving discounts creates an expectation of more discounts,” says Zeke Freeman from Bee Raw.

You can run special promotions or have a few special days where something is less expensive for a short period of time. But know your audience, because simply offering discounts doesn’t work for every business or in every situation. “We’ve found that giving discounts creates an expectation of more discounts,” says Freeman from Bee Raw.

Follow best practices when creating a sales promotion:

- ❖ Make sure there’s always a call to action in your promotional materials—something to click or a number to call.
- ❖ Make the customer benefit clear and simple, so they know what’s in it for them.
- ❖ Make it clear to visitors when the offer expires.
- ❖ Make your promotion memorable and entertaining.
- ❖ Run it multiple times (because people need to see it again and again before it sinks in).
- ❖ Perhaps most important, make sure you’re targeting the right demographic.

Of course, all of this takes time and planning. You know your customers and prospects best, so you probably have a good guess as to what they’ll find valuable.



ZEKE FREEMAN AT BEE RAW MAKES PROMOTIONS FIT HIS CUSTOMERS’ NEEDS.

“The promotion that we’ve been happiest with lately is offering a free or discounted shipping upgrade for last-minute orders going into holidays. Making last-minute express shipping a bit more affordable helps us win [customers’] business.”



Charities.

Make the most of holiday cheer.

The calendar is filled with national awareness days, weeks, and months dedicated to raising awareness about important issues.

People tend to feel charitable around holidays. To make the most of those positive vibes, consider matching your sales efforts with a charity that's connected to the holiday.

A good place to start is the [PayPal Giving Fund](#)—a database of hundreds of national and local 501(c)(3)-registered charities. Once you've found a charity you'd like to support, partner with them to run a promotion, like around #GivingTuesday. You may choose to dedicate a percentage of your sales that day to the charity or offer discounts for customers who pay with PayPal and pass any donation on to the nonprofit. Then, use the PayPal Giving Fund to make your donation. PayPal will add 1% until the end of the year, so 101% of your business's donation goes to the charity.

Another idea: give away items for the charity's silent auctions and participate in their fundraising efforts. You'll be introduced to a new group of people who'll learn about what you do. You'll expand your community, get some good karma, and hey, you might just get a few extra sales out of it.

So, you've chosen your holidays, made your plan, and decided on the activities and tactics you'll need to succeed. Next, get your house in order. And it's going to start with technology.

To learn more, read [Holiday selling every month of the year: Getting your technology ready.](#)




PAYPAL GIVING FUND.

PayPal Giving Fund is a non-profit that makes it easy for businesses to partner with charities for fundraising events. Just collect donations at your event or calculate a percentage of your sales to donate, then:

- 1) Find your cause online and look for the PayPal donate button.
- 2) Choose to donate once or make regular donations.
- 3) You'll get a receipt and feel great.



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[Learn how to plan your holiday sales calendar](#) and then [get your technology ready for holiday selling.](#)

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