DIGITAL MAIN ST.

DIGITAL MAIN STREET PRESENTS:

SURVIVING THE HOLIDAYS 101

HOLIDAY SEASON - WHAT YOU NEED TO KNOW

TIP # 1

Keep promotions fresh to avoid offer fatigue with your customers. Consider using a mix of:
-Product-specific offers
-BOGO offers (buy one get one free)
-Gifts with purchase

TIP # 2

Deliver a seamless returns experiences.
-Offer multiple returns options to your customers so they can choose the one that is most convenient

TIP # 3

Not only do holiday shoppers expect to do their research and find the answer on the go, they demand that those answers be super-relevant and tailored

TIP # 4

Make the shopping season work for you. Holiday pre-sales leading up to major Boxing week sales allow you to test promotions most likely to resonate with your audience

CHECKLIST FOR SUCCESS

1) **Determine your holiday marketing objectives**.
For example, are you hoping to increase brand awareness, get more in-store visitors, increase gift card sales, boost customer loyalty, increase short-term sales, etc.

3) **Get active on social media**!
Use Facebook posts, tweets, photos and consider boosting your posts to reach the right audience and show up in as many feeds as possible

2) **Review your data from last year**.
Where did the majority of your holiday conversions come from? Whichever was your most lucrative channel, this is where you should start.

4) **Maximize your online presence.**
Through free, easy to use tools such as Google My Business, Yellow Pages NetSync, and Google Search Console allow you to increase your online presence and get in front of more customers!

BONUS QUESTIONS TO ASK YOURSELF:

- Is your key information (name, address and phone number) consistent across all social media and website location pages?
- Have you started planning your holiday content and messaging? This should be done early, and should be done using a social media content calendar.
- Are you offering any holiday specific promotions for your customers?

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Sources:
-Canada Post Holiday Survival Guide (www.digitalmainstreet.ca/holiday1)
-Canada Post 2017 Holiday Plan (www.digitalmainstreet.ca/holiday2)
-Google Holiday Checklist (www.digitalmainstreet.ca/holiday3)
-Yellow Pages Holiday Marketing Checklist (www.digitalmainstreet.ca/holiday1)