



# Holiday Marketing Handbook

for Seasonal Small Business Success



Marketing Handbook

# Holiday Marketing Handbook

for Seasonal Small Business Success



**Are you ready to crush the busiest retail season of the year? It's time to start your holiday marketing.**

As a small business owner, we understand that the holiday season may not always align with your peak business period. But with a touch of strategic planning, some creativity, and a lot of entrepreneurial spirit, you can navigate the holiday marketing landscape with ease, even during your off-season.

So grab your coffee, get comfortable and let's embark on a journey into the world of holiday marketing for your small business!

## Table of Contents

1. Planning Before The Holidays Start
2. Marketing When The Holidays Are Your Off Season
3. Thriving After The Holidays



# Planning Before The Holidays Start

## Planning Before The Holidays Start

Preparing for holiday marketing as a small business requires a well-thought-out strategy. Did you know that email marketing combined with automation can be a powerful tool? If you've got a holiday sale brewing, take advantage of email marketing to get the word out.

Who doesn't love a little anticipation? Up the ante by creating nurture campaigns. A series of Black Friday and seasonal emails help keep you at the forefront of your customers' minds. And it only takes three emails to do so.



✦ **BLACK FRIDAY**  
**is almost here** ✦

**Sign up NOW** for text and email alerts to be one of the firsts to shop our **Black Friday deals!**

**SIGN UP NOW**

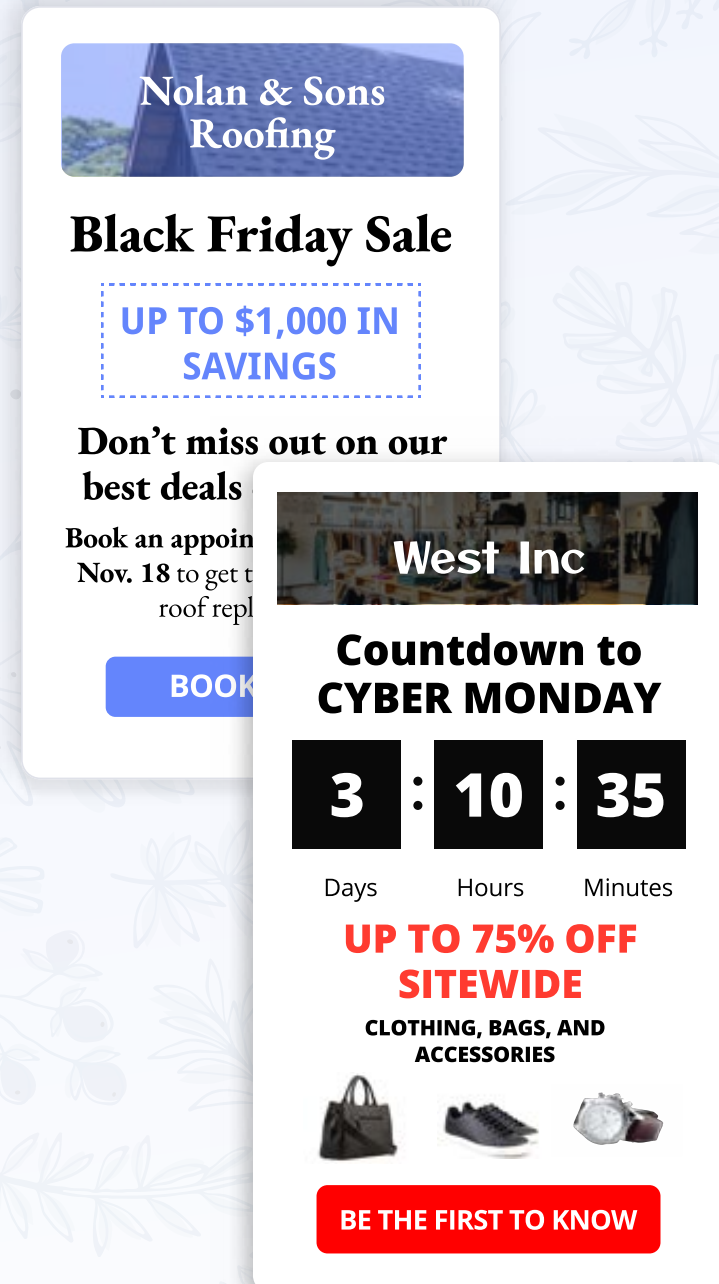
## Planning Before the Holidays Start

### The Teaser Email

Getting your customers in the know and ready to save this holiday season is a great way to help them budget ahead of time. This is where you can tease some deals to pique customer curiosity and spill the details they need.

### Make sure the information is clear with the 4 Ws:

- ✓ **Who:** Make sure you're well branded. Customers need to remember where they're heading to do holiday shopping.
- ✓ **What:** This is the reason we're here, so scream it from the rooftop. "We're having a Black Friday sale with can't-miss deals! Get your holiday shopping out of the way now!"
- ✓ **When:** Be sure to share the specific date and run time. There's nothing worse than customers missing the event and you missing out on holiday sales.
- ✓ **Where:** Your customers want to know where and how they can get in on these holiday deals. Don't leave them hanging. Is it in-store and online, or just one?





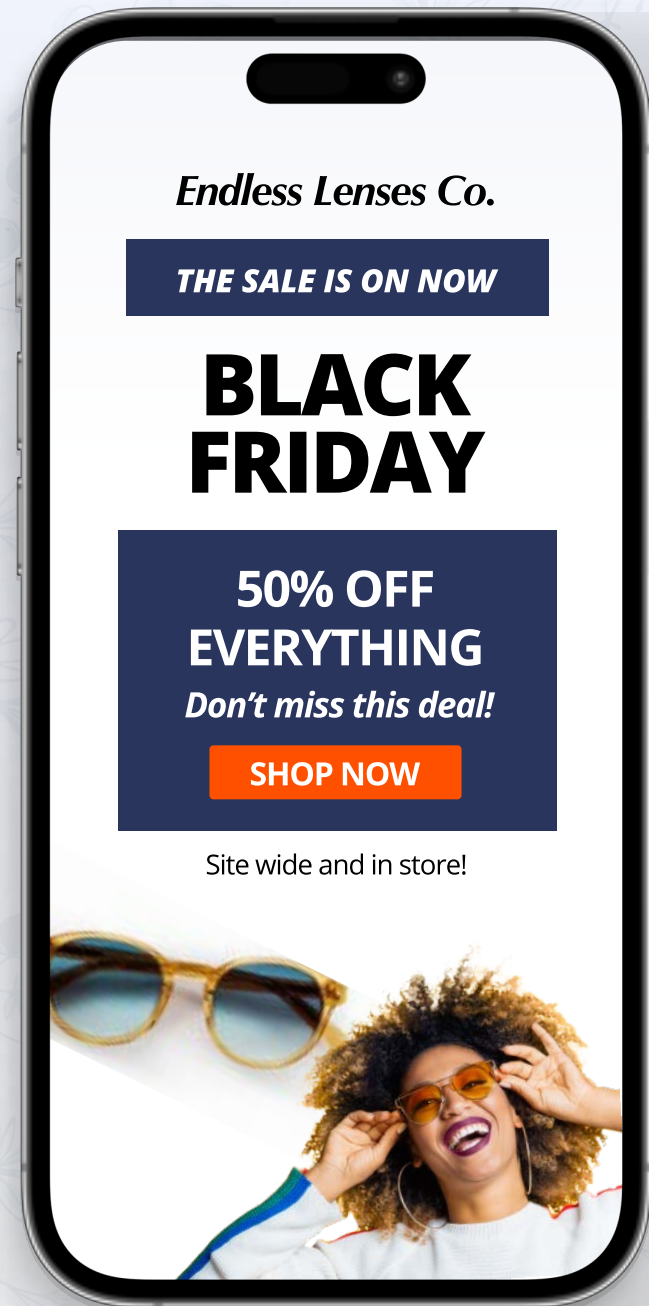
## Planning Before the Holidays Start

### The Live Email

Don't count on your customers remembering your deals. When you launch your sale, shoot over an email. Don't let your sale slip their mind.

Don't stress over email copy, which can be similar to the initial teaser email if that's easier for you

- ✓ **Update your call-to-action and the copy** to reflect that the sale is now live.
- ✓ **Push FOMO** so customers understand that if they wait too long, they'll miss out.
- ✓ **Have fun with your design.** Make the wording burst with the excitement you want your customers to feel.



## Planning Before the Holidays Start

### The Closer Email

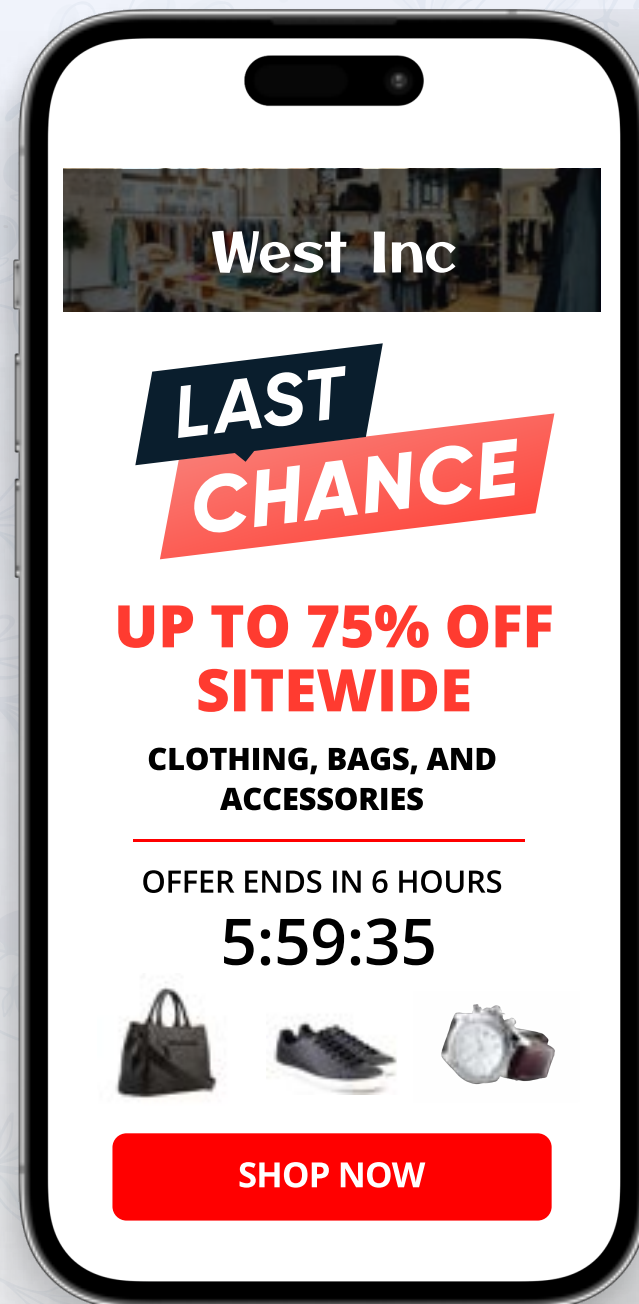
This is the last chance to get those customer carts checked out both in-person and online. Don't be afraid to push a sense of urgency. The clock's ticking. Make this easy on your customers by adding one clear call-to-action.

Allow the button text to make for a frictionless experience by saying "Get 30% Off." Be sure to repeat any key points from the earlier emails. Remember this is an email to send on the final day of your sale. If you're opting for a one-day sale, send the closer in the final hours.

And you always have the option to "extend" the sale by a day or two for a final push. It could be your fourth and final email to seal the deal!

With so much going on, there's no need to spend hours creating and pushing holiday email campaigns all day. With marketing automation, you can be the greatest marketer you never hired.

Automated marketing means you'll never forget to send notifications about promotions again. You set it once and it pops in their inbox when it's supposed to.





# Marketing When The Holidays Are Your Off Season

## Marketing When The Holidays Are Your Off Season

### Holiday Loyalty Offer

The holidays are a perfect time to show appreciation and thanks for your customers. You can do that with a special holiday promotion discount or freebie just for them. This will help you generate business, while reminding customers you value them. A win-win!

**Pro tip:** Create and schedule an email to send at Thanksgiving. You can do all this in advance, using email or text marketing automation.

All of us at Fran's Plumbing give thanks for your business! We'd also like to offer you a thank you gift of 30% off your next service call. We hope you and yours have a wonderful Thanksgiving!

## Marketing When The Holidays Are Your Off Season

### End-of-Year Special

When people aren't thinking about home services needs during the holidays, give them a reason to pay attention. Offer a substantial discount.

The key is to make this a limited-time offer, such as at the end of the year or the week before Christmas.

You can have fun with some of the messages, too:

Help us give our hard-working employees some time off to enjoy the holidays — hire West Coast HVAC for a furnace tune-up now. Schedule our team for a preventative maintenance service on or before Dec. 20 and get 25% off.

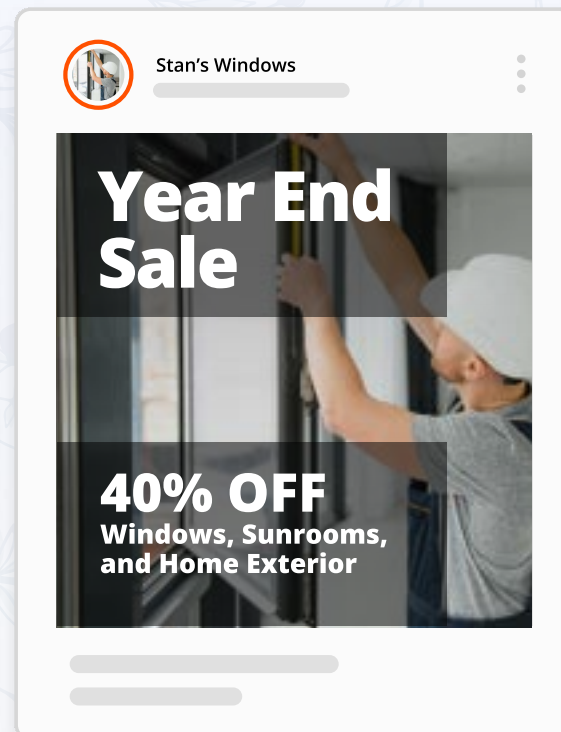
Remember, one message may not be enough to get them interested. You can send a series of weekly emails and texts using automation software in early November. Some examples:

We interrupt your holiday shopping for an important announcement — get 25% off all services by the end of the year.

Give yourself a great gift — the security of a new roof. We're offering 25% off roof construction that begins by Dec. 15.

**Pro tip:** End-of-year specials are perfect for sharing on social media. Save time by connecting your Facebook, Twitter, Instagram, and LinkedIn accounts in one place.

You can then post your special offer to all your social media networks with one click. You can also schedule posts in advance.





## Marketing When The Holidays Are Your Off Season

### Holiday Special Offer

Some companies have services tailor-made for the holiday season.

- ✓ HVAC companies can offer a winter heating checkup.
- ✓ Landscapers can add winter services to their offerings, such as snow and ice removal.
- ✓ A plumber can offer a special on new water heaters.



**Pro tip:** Remind customers they can book services through your online scheduling system.

### Holiday Email and/or Text Greetings

The holidays are a great time to send greetings and thanks to your customers via email and text.

If your email or text automation systems don't have pre-built holiday marketing templates, create your own, such as:

 STEVE'S PLUMBING

 Happy Holidays, Jane!

We are thankful for your business. Thanks also for thinking of us when you or your friends or family need plumbing services. There's no better gift than a plumber they can trust.

All the best,  
Steve's Plumbing Team

**Pro tip:** As Dale Carnegie said, "Remember that a person's name is to that person the sweetest and most important sound in any language."

It's important to personalize your emails and texts, easily done through your automation system. It also helps increase revenue.

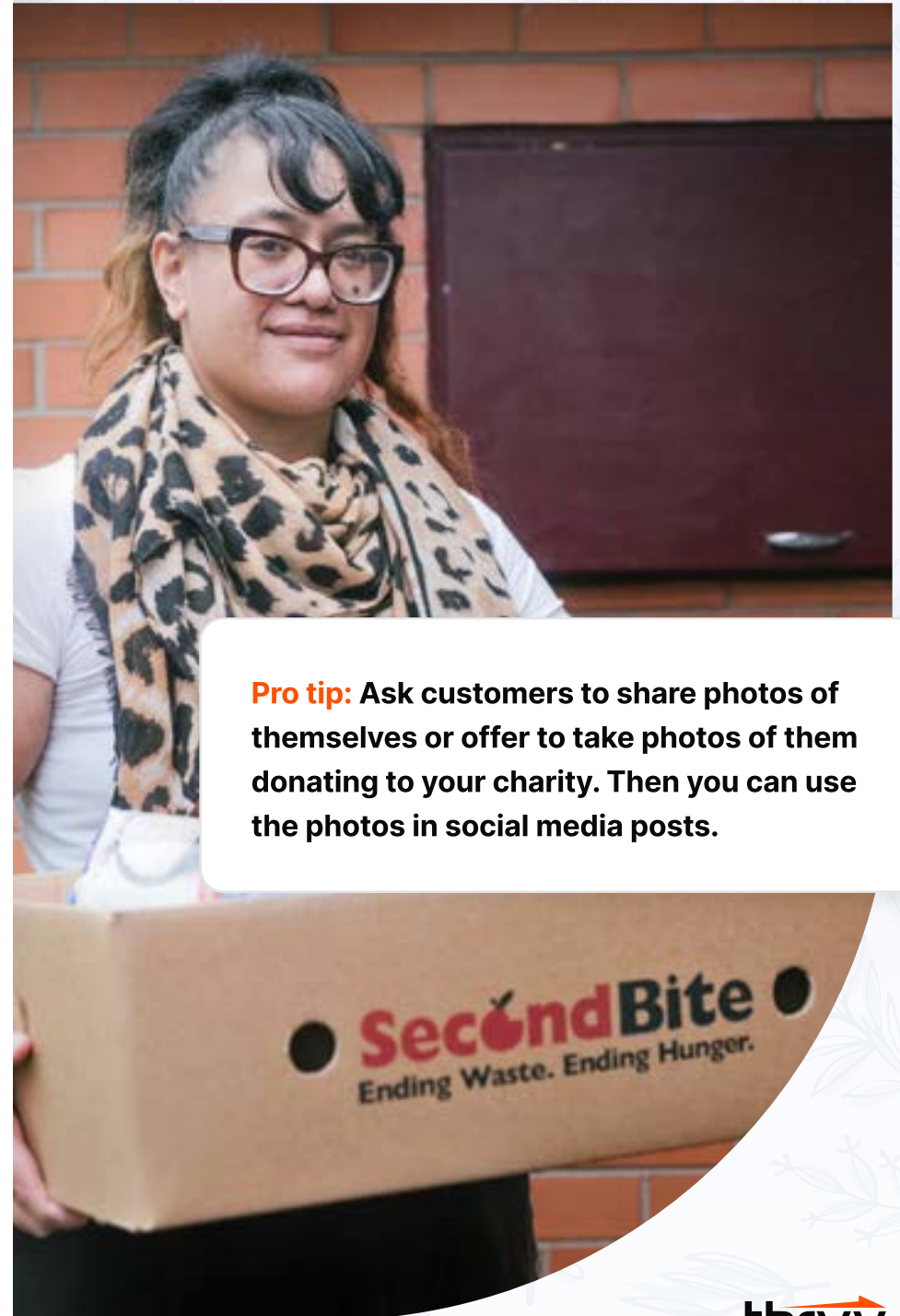
## Take Part in a Community Donation Project

The holidays are prime time for giving back and helping those less fortunate.

While volunteering your time and talents is great, it also can drive business your way. The best part? Home services companies have an advantage over others when it comes to donations. While performing services at homes, your team can pick up donations so your customers don't have to drop them off elsewhere.

Choose a charity you feel strongly about and let your customers know you're donating on their behalf and encourage them to follow suit—this could be food for food banks, services for shelters or anything that gives back to the community. This will make you and your customers feel good and help others.

Don't forget to post about this on your social media platforms too!



**Pro tip:** Ask customers to share photos of themselves or offer to take photos of them donating to your charity. Then you can use the photos in social media posts.



# Thriving After the Holidays

## Thriving After the Holidays

As consumers tend to spend more during the holidays, you can be left with less revenue in the new year. But it's still possible to get them to come back and purchase if you know how to motivate them.

To help you start, here are five easy tricks to bring holiday shoppers back after things slow down.



## Thriving After the Holidays

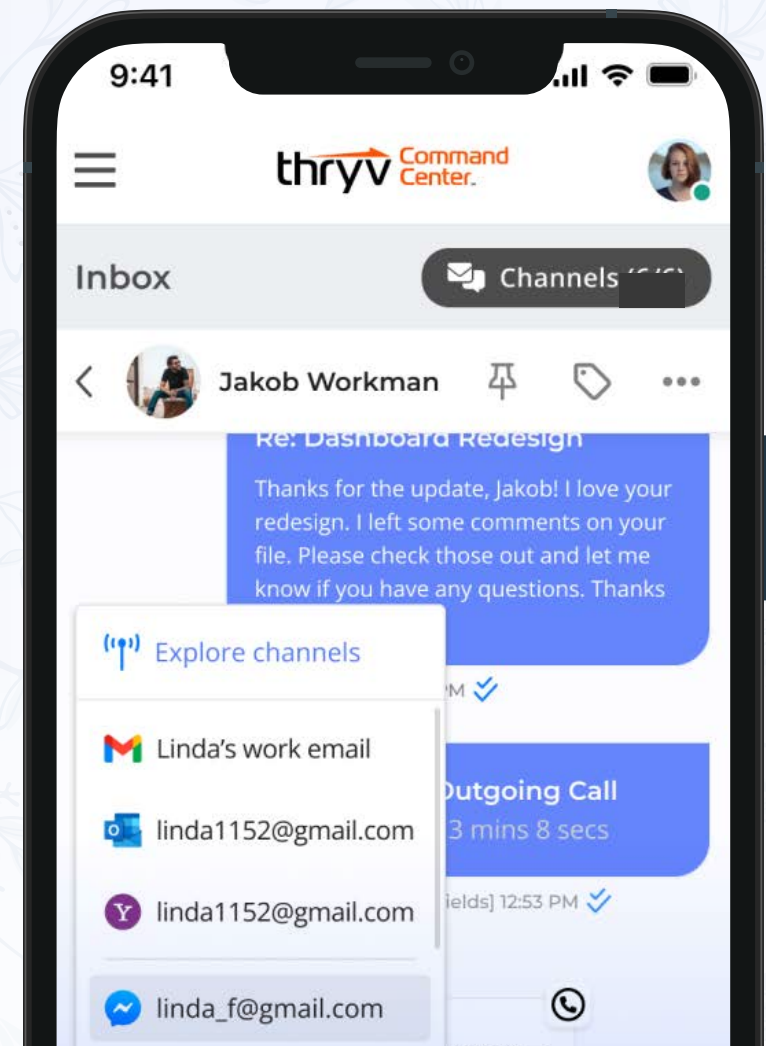
### Create Campaigns to Invite Them Back

During the holidays, you likely collected contact information from shoppers who bought from you. Why not use that to reach out and encourage them to come back when business slows down?

How to re-engage holiday shoppers:

- ✓ Run an analysis of your holiday sales to see who bought what.
- ✓ Identify customers who purchased certain items and group them together.
- ✓ Create email or text campaigns for each group with offers that might resonate.
- ✓ Entice customers with a coupon or discount code they can use to come back.

**Pro tip:** Look for a CRM that integrates your contact list with email and text marketing tools. Thryv Business Center, for example, saves you time by letting you manage your contacts and campaigns in one place.





## Thriving After the Holidays

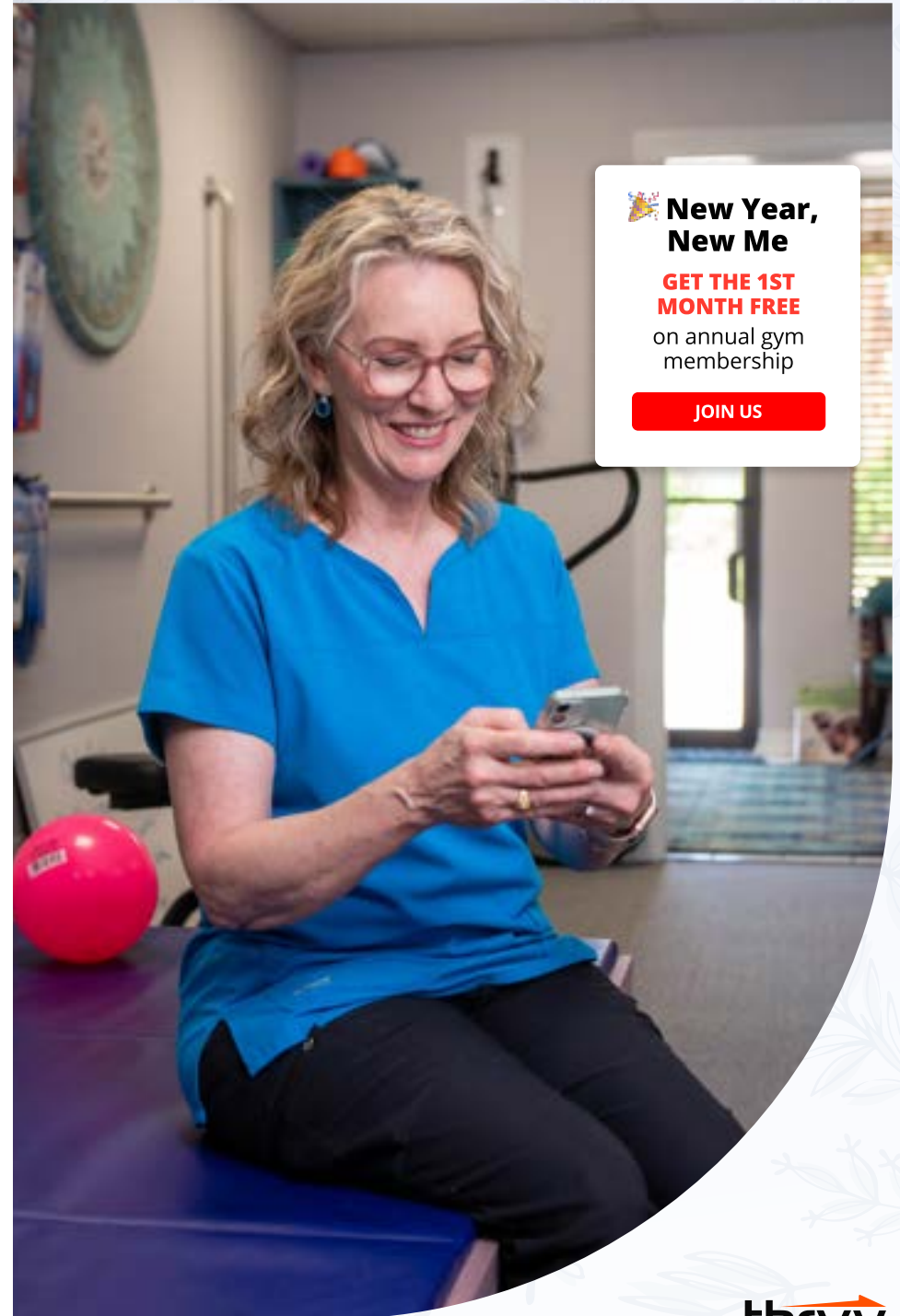
### Jump on the **New Year Bandwagon**

People love making New Year's resolutions, even if they don't always keep them. Getting fit is important to many, while others may want to spend more time with family and others want to travel and explore. The fact is most of these resolutions center around some kind of self-improvement.

But did you know you can tap into this to bring holiday shoppers back?

For example, if you run a fitness center, offer a "New Year, New Me" special to earn more sign-ups. If you run a travel agency, offer deals for consumers making travel plans for the new year. See where we're going with this?

New Year's resolutions drive business by appealing to the consumers' desires for self-improvement. Promote anything that helps customers stay healthy, organized, or productive, and they'll feel much better about opening their wallets.



 **New Year,  
New Me**

**GET THE 1ST  
MONTH FREE**

on annual gym  
membership

[JOIN US](#)

## Thriving After the Holidays

### Unveil a New Product or Service

OK, I know you might be thinking this is totally counterintuitive. After all, there's a general impression that customers are too spent (pun intended) after the holidays to care. But there's a clever way to do this.

A lot of retail businesses remain somewhat dormant during the post-holiday period. They might feel since customers don't spend much money during that time, it's not worth putting effort into their marketing.

For you, the savvy business owner, it's a great opportunity to promote a new product or service. The key word here is "new." Many people enjoy the feeling of renewal right after the New Year.

Capitalize on that feeling of newness by offering something they'll want to try, like:

- ✓ The latest facial treatment at your skin care clinic
- ✓ A revamped menu at your restaurant
- ✓ A new workout class at your fitness center

**Pro tip:** A little incentive never hurts when offering customers something new. How about a small discount or a gift with a purchase? It gives customers one more reason to buy from you!



## Thriving After the Holidays

### Beef Up Your Social Media Presence

Some businesses tend to neglect their marketing after the holidays. They might figure their customers have spent too much and are no longer interested in making more purchases. This means their social media pages are a bit quieter than normal. But there's no reason yours should be.

Market your business post-holiday by staying on top of your social media.

A staggering 95% of all spending decisions are made subconsciously and influenced by visual elements. So be sure you showcase your business with photo and video content on your social media pages.

Easy ways to do this:

- ✔ Experiment with Facebook and Instagram Story features to raise awareness about sales or new products.
- ✔ Run a contest asking users to submit photos showing how they use your product. Reward the best one with a small prize.

Additionally, try a caption contest, and ask users to caption a photo you've provided. Make it a cute or funny photo users will want to engage with.

Check out how Animal Ark Veterinary Hospital uses a cute caption contest to engage users.



Don't let customers forget about you after the holidays. Get a head start on your competition and keep your social media presence active and humming.

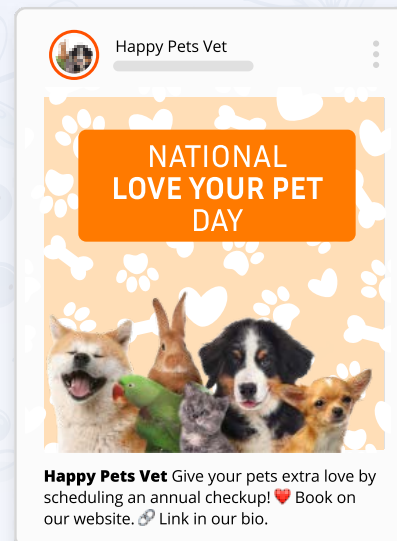
## Thriving After the Holidays

### Go Nuts With Fun, Uncommon Holidays

Holidays aren't just limited to the ones on our calendars. Ever heard of National Donut Day? What about International Talk Like a Pirate Day? Arrrrr!

Sure, these are good for a chuckle or two. But they're also an avenue to bring holiday shoppers back, especially at the start of the year. Identify which holidays make sense for your business and mark them on your calendar.

Pick holidays you can easily build campaigns around. For example, February 20 is National Love Your Pet Day. This one's a no-brainer if you own a pet-centered business. Encourage customers to show their love for Fluffy by scheduling an annual vet check or grooming session.



Dress up your social media posts and email campaigns with cleverly themed language that speaks to the holiday. Using holiday-themed puns and language? Link them to whatever product or service you're promoting.

Remember that the holiday season isn't just about sales. It's about building relationships, spreading joy, and creating lasting impressions.

Your business can thrive during the holidays, regardless of your industry. The key is to tap into your creativity, embrace the festive spirit, and connect with your audience on a personal level. By implementing the strategies and tactics we've discussed, you'll be well on your way to making the most of this special time of year.





## Take the busy work out of running your business.

Neglecting a strategic marketing approach this holiday season could mean missing out on substantial growth. The success of your business depends on your marketing prowess.

Discover how **Thryv's Business Center** empowers businesses like yours to captivate and retain customers throughout this festive season. Explore [Thryv.com](https://corporate.thryv.com) today and unlock the holiday marketing solutions your business needs to thrive!

START SAVING TIME



©2023 Thryv, Inc. All rights reserved Terms and conditions apply.  
See <https://corporate.thryv.com/terms/> for plan and pricing details.

