



50 DAYS – 50 WAYS!

- 1. Review Last Year's Successes.** Look at what worked last holiday season and plan similar promotions or activities.
- 2. Create a Holiday Gift Guide.** Showcase your products or services as gift options for customers.
- 3. Run a 12 Days of Christmas Promo.** Offer a different deal each day leading up to Christmas.
- 4. Set Up Abandoned Cart Emails.** Remind customers to complete their purchases to recover lost sales.
- 5. Host a Customer Appreciation Event.** Organise a small event, online or in-store, to thank loyal customers.
- 6. Encourage Gift Card Purchases.** Promote gift cards as a convenient, last-minute gift option.
- 7. Optimise Your Checkout Process.** Simplify and speed up your online checkout process to reduce abandoned carts.
- 8. Offer Free Shipping.** Free shipping is an enticing incentive for customers to complete their purchases.
- 9. Post a Year-End Review.** Highlight company milestones, achievements, or product launches from 2024.
- 10. Run a Holiday Giveaway.** A social media contest or giveaway can help you increase engagement and followers.
- 11. Collaborate with Local Influencers.** Partner with local influencers to reach a broader audience with festive content.
- 12. Show Behind-the-Scenes Content.** Share videos or photos of your team preparing for the holiday season.
- 13. Set Up Retargeting Ads.** Remind visitors about your products by retargeting ads on social media and Google.
- 14. Highlight Your Best-Sellers.** Focus your marketing on your best-selling products for maximum impact.
- 15. Launch Limited-Edition Products.** Introduce exclusive, holiday-themed items to generate excitement.
- 16. Update Your Packaging.** A festive touch to your packaging can enhance the customer experience.
- 17. Prepare for Returns.** Make sure your return policy is clear and easy to understand for the post-holiday season.

- 18. Send 'Thank You' Emails.** After each purchase, send a thank-you note to show appreciation.
- 19. Use SMS Marketing.** Send exclusive, time-sensitive offers to your customers via text messages.
- 20. Share Customer Stories.** Post testimonials or success stories to build trust with potential customers.
- 21. Run a Facebook/Instagram Ad Campaign.** Boost targeted ads to drive traffic and sales.
- 22. Promote Subscription Products.** If you offer subscription services, highlight them as giftable, recurring benefits.
- 23. Engage with Festive Hashtags.** Use seasonal hashtags on social media to increase reach.
- 24. Offer Last-Minute Deals.** Highlight products that can still be shipped in time for Christmas.
- 25. Provide Holiday-Related Tips.** Share helpful advice on your blog or social media related to your industry (e.g., "Top Ways to Save Time This Holiday Season").
- 26. Plan an Early 2025 Sneak Peek.** Give your customers a glimpse of what's coming next year to keep them engaged.
- 27. Offer Loyalty Rewards.** Reward your repeat customers with points or discounts.
- 28. Add Product Recommendations.** Suggest complementary items during checkout to increase order value.
- 29. Upsell Gift Wrapping Services.** Offer gift-wrapping options for added convenience.
- 30. Personalise Email Subject Lines.** Stand out in crowded inboxes with personalised email subject lines.
- 31. Prepare for Increased Customer Service Demand.** Ensure your team is ready for a spike in holiday questions or support needs.
- 32. Create a Sense of Urgency.** Use phrases like "limited stock" or "ends soon" to encourage quick action.
- 33. Update Your Business Hours.** Make sure holiday hours are clearly visible on your website and social media profiles.
- 34. Send New Year Greetings.** A simple "Happy New Year" message can keep you top-of-mind with customers.
- 35. Showcase Staff Picks.** Have your team pick their favourite products and share why they love them.
- 36. Offer Referral Discounts.** Encourage your customers to refer friends with a discount for both parties.
- 37. Bundle Products for Gift Sets.** Offer bundled items at a special rate for gifting purposes.
- 38. Advertise on Local Websites.** Reach your community by advertising on local websites or directories.
- 39. Highlight Charity Initiatives.** Show your business's support for local charities and encourage customers to participate.
- 40. Offer a post-Holiday Sale.** Plan a sale right after Christmas to clear out inventory.
- 41. Use Pop-Up Promotions.** Add a pop-up on your website offering a discount or freebie.
- 42. Send Out a Customer Survey.** Gather feedback to help shape your offerings in 2025.

- 43. Prepare a Holiday-Themed Email Series.** Send regular holiday-related emails with offers and tips.
- 44. Engage in Cross-Promotions.** Partner with complementary businesses for cross-promotions.
- 45. Create a Customer FAQ Section.** Add a holiday-specific FAQ to your website to address common questions.
- 46. Host a Q&A on Social Media.** Answer questions live on social media to engage customers directly.
- 47. Invest in Visual Content.** Use high-quality images and videos to showcase your products in holiday settings.
- 48. Promote Subscription to Your Newsletter.** Encourage sign-ups by offering a discount for the holiday season.
- 49. Highlight Your Social Responsibility.** If you support any causes, let customers know how their purchases help.
- 50. Plan a 'New Year, New You' Campaign.** Start building excitement for January with products or services that support New Year's resolutions.

Happy New Year!

**Get in touch TODAY for AMAZING DEALS for
Business Support in 2025**

