

# YOUR HOLIDAY MARKETING

Its almost the end of the year and Christmas and the holiday season offers your company an opportunity to introduce holiday marketing campaigns to land some big sales and start the new year right.



## Business to Customer B2C

### TIP #1 CRAFT HOLIDAY-THEMED CONTENT

Content marketing is one of the best ways to drive traffic to your site, so add a little holiday cheer to your blog.



### TIP #2 DEVISE A SOCIAL MEDIA STRATEGY

Getting festive on social media is a great way to capture the attention of buyers on the lookout for deals, and to inspire a cheerful connection between consumers and your brand.



### TIP #3 CREATE A HOLIDAY GIFT GUIDE

Finding the perfect gift can be stressful, so make things easy for your customers by creating a holiday gift guide. With a gift guide, you'll be able to showcase your best products



### TIP #4 RUN A POLL

Run a poll or expand on stories to keep your followers engaged and active.



### TIP #5 KNOW YOUR CUSTOMERS

Learn to go beyond common demographics like income, gender, and understand what it is that make your customers tick.





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As companies roll out the red carpet for their customers both online and off, how will your company rise above and get noticed?

Here are some holiday marketing tips to make the most of this lucrative sales season.

## TIP #6 UTILIZE MULTI-CHANNEL MARKETING

Use email, social media and your website to let customers know about your upcoming holiday or New Year deals.



## TIP #7 BE CREATIVE AND MORE VISUALS

Don't be afraid to be creative and show your customers something different, as your campaign will be pitted against heavy competition.



## TIP #8 SPECIAL OFFERS

Create limited-time offers to encourage customers to buy now.



## TIP #9 SELL YOUR UNIQUENESS

What do you have that the large business don't have? Highlight what makes your company unique in your marketing materials. If you can't compete on pricing, emphasize quality, experience and white-glove service.

## TIP #10 WHY YOU ARE BEST

Feature your upcoming holiday specials on your blog, and reinforce the reasons why it's better to buy from you than from your competitors.



Visit [chillimedia.co.za](http://chillimedia.co.za) for more social media advice





# Business to Business B2B

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Of course if you are in Business to Business (B2B) industry the Holiday season will be a little different in strategy to retailers or B2C (Business to Consumer) industries.

### TIP #1 CONTINUE TO CURATE CONTENT OVER THE HOLIDAYS

Everybody loves festive content!



### TIP #2 POSTING LESS FREQUENTLY IS ALSO FINE

In the B2B industry it is acceptable to slow down a bit during this time, but don't let your customer completely forget about you



### TIP #3 MAINTAIN COMMUNITY ENGAGEMENT AT THE SAME LEVELS AS NON-HOLIDAYS

Keep engaging with your community and build those relationships



### TIP #4 INSTAGRAM OVER THE HOLIDAYS

The Holidays are a great time to celebrate your businesses people, clients, and community, and Instagram is a great way to showcase this.



### TIP #5 PROMOTE HOLIDAY HOURS

Don't forget to let people know when you will be closed over the festive season

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It's almost ironic that with all of the crazy advertising around the holidays that the most effective tactics are still built around making real connections with your clients.

