

HOW TO **MANAGE** **YOUR MARKETING** DURING THE FESTIVE SEASON



**CHANTAL
GERARDY**



As you head into the festive season, consider how you will be handling your marketing and client enquiries. You may be working through or may be taking a break. It's important to keep your customers engaged and informed.

Consider these when making marketing decisions over this period:

- Look at past campaigns and Insights for inspiration
- Don't funnel lump (this means communicate respectfully and separately to clients, past clients and potential clients, not lumping them together)
- Consider what your customers are wanting during this period
- Be realistic (consider your stock and availability)
- Which marketing channels are your new, old and potential audience on and how should you be communicating to them to keep them engaged

Here are some festive marketing ideas to consider:

- Update branding with seasonal graphics and relevant key messages
- Holiday related blogs
- Holiday content posts
- Video / LIVES with holiday inspired content or seasonal wishes
- Loyalty offers
- Re-engagement offers

- A hand posted card (Can be created in Canva)
- An e posted Card / GIF (Can be created in Canva)
- Gift with purchase
- 12 days of xmas countdown special
- Advent calendar

Update your audience on your availability by updating:

- Google my business
- a facebook pinned post
- your facebook banner
- your facebook about section
- Instagram Bio
- sending an Email out to wish them merry xmas and advise of hours
- an Email autoresponder
- Update your phone message
- Update your Website banner / pop up / hours
- Update your linktree (if you have one)

Watch video here: <https://chantalgerardy.com.au/end-of-year-holiday-campaigns/>

