

# November 2016 Marketing and Holiday Planning

The holiday season presents a huge opportunity for small businesses to succeed using promotions. It is a time when customers are primed and ready to buy. Promotions are a great tool for small businesses to encourage more customer shop with them during the holiday season. However, in order for a holiday season promotion to be successful, you need a promotion plan!

## Three Ideas for Your Holiday Marketing Campaigns

### 1. In-store promotion

Create signs to hang in your store to let people know about your promotion. Don't forget to encourage people to stay in touch by joining your mailing list so you can send them information about other offers and get them back in your store.

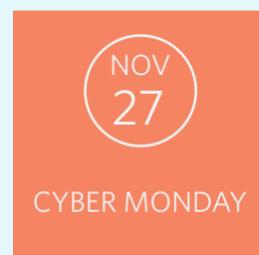
### 2. Email promotion

Email marketing will be the most effective tool for reaching potential customers throughout the holiday season. Set up an email plan that includes 3 messages: an announcement of your offer, a reminder, and a "Thank you" message. Save time and send festive emails using Constant Contact's holiday themed templates.

### 3. Social media

Highlight your offer on social media platforms such as Facebook, Instagram or Twitter. Sharing your offer across your social networks is a cost effective way to open up your content to a whole new audience and generate the type of buzz you have been looking for.

## Holiday Season Dates to Plan For



Find more tips and best practices for the holidays [here.](#)

## November Holidays



- 6** Daylight Savings
- 8** Election Day
- 10** Forget Me Not Day
- 11** Veteran's Day
- 13** World Kindness Day
- 17** World Peace Day
- 24** Thanksgiving
- 24** National Day of Listening

## Content Ideas for November

### Forget Me Not Day

1

Today is a day to get in touch with friends, family and customers that you haven't seen in a while. Practice promoting offers with a coupon handout at your checkout counter encouraging people to return to your store for some holiday shopping. Or send an email to customers who haven't purchased your product or services in a while.

*Log in to your Constant Contact account today to access our holiday email templates!*

### Thanksgiving

2

Send a goodwill message to your contacts to thank them for being loyal customers and supporting your small business. Express your appreciation for them being a part of your community by emailing an exclusive offer for your contact list.



of consumers are looking for good deals.

source: National Retail Federation



of marketers will launch a holiday marketing campaign before Halloween.

source: Experian



Email marketing was the #1 driver in holiday sales in 2015.

source: Custora