

P/INKFR/DAY

MAXIMIZE SALES DURING THE HOLIDAY SEASON

12 key tips for the holidays to help you stand out, be unique, and use digital media to your advantage.

SUPPORTSMALLFIRST

We all know that the Holidays are the busiest time of year, and to stand out to your consumers, you need to both be different from the rest and fill a need they have rather than just sell them a product.

Here are 12 key tips for the holidays to help you stand out, be unique, and use digital media to your advantage.

1. USE COLLECTIONS ON THE SITE

- The Holiday Shop
- Gifts for the Athletic Girl
- Gifts for Your Man
- Stocking Stuffers
- Gifts under \$15, \$30, \$75
- Gift Bundles
- Gifts to Splurge On
- Holiday Party Style Guide
- Loungewear for Bloated Turkey Bellies
- Gifts for the Trendsetter

2. CREATE BLOG POSTS AROUND COLLECTIONS

- Use your blog to draw additional attention to the collections you've built by highlighting them even further. Use a catchy two-paragraph intro, then share products and links to each product on your site, and close with a call to action to join your email list or VIP Facebook Group.
- Use this blog post to pin to Pinterest with a catchy, useful title, pin it again using each photo in the story, share it to Facebook, and offer it to your email list.
- Keep it simple and direct – posts such as “The Top 10...” “25 Must-Have Gifts under \$25” “College Girl Voted - 10 Best Gifts” “Don't Look Like a Fool, Buy Your Wife What She Wants This Year” “Outfits for Every Holiday Season Event”

3. RECAP POSTS FOR HOLIDAY ESSENTIALS (BOOST EM')

- Use your recap post for not only new arrivals but for any of the above website collection themes. Start boosting the post now driving traffic to that collection on your website. Continue to add budget to that boost while you add additional products to your site throughout the season. The more likes, comments, and shares, the more valuable this becomes in the mind of the consumer as well.
- Use 'Dark Posts' to target more than one saved audience per post.
- Be catchy and unique with your wording:
 - No more guessing for Santa, we've picked out the perfect gifts for the “you pick/College Girl example” on your list....we promise she'll smile and say thank you! Tag one you know, or share this collection to save it for later! She'll be glad you did!!
 - Yes, we know her closet is already full, but this is what your daughter really wants for Christmas! Share it, save it, or shop it now - we have tons of Holiday collections to make finding the perfect idea simple ---> >>>> www.mysite.com/holiday <<<<<<
 - Stop running to the last store open on Christmas Eve...we already know what she wants and it's in a collection right here to make it easy for you. You're going to look like a hero, we promise.....>>>>>> www.oursite.com/what-she-wants

4. WEBSITE CONVERSION ADS FOR COLLECTIONS

- Drive traffic with targeted images and copy to the collections you make. Be sure to use 3-4 different images within each Ad set. But create 3-8 different campaigns/ad sets for the different collections you build.
- If you have a storefront, you may want to run different ads for two local and national shoppers. Use a web conversion ad for national traffic, and a clicks to website ad for locals. The 'local traffic' ad also works here, but it only offers the 'get directions' button placement on the ad itself.

5. USE A FACEBOOK EVENT

- Gather interest around a specific in-store or online event you may be hosting, including:
 - A Pre-Black Friday Event
 - A Ladies Night Out
 - An Ugly Sweater Sip and Shop
 - Men's Night
 - 12 Days of Christmas
 - Small Business Saturday Vendor Spectacular

6. BE CREATIVE WITH OFFERS AND EVENTS

- Don't simply offer a percentage off your entire store during the Holidays, be creative to promote your highest margin products and upsell your ad ons. This is the noisiest time of year for consumers, so make sure you stand out by being different! And don't give away the farm.
 - Scratch off stickers at checkout to win a discount
 - Pop balloons at checkout with discount numbers inside
 - Use tiered discounts based on the hour of the day or the first number of shoppers
 - Offer gifts with purchase over a certain amount
 - Reward your first 20 (or more) shoppers with a freebie when shopping (doorbusters!)
 - Host an Ugly Sweater Contest or Sip and Shop
 - Host a Men's Night
 - Skip Black Friday and do a pre-black Friday event
 - Host in-store pop-up vendors from other supporting businesses, this is a great tool for Small Business Saturday
 - Put a Clothing Christmas Tree in another business and offer to promote their business in your store also -- Team up!
 - Create a 12 Days of Christmas Themed Sale Event, offering a different flash sale or special for 12 days!

7. USE GIFT BUNDLES

- Just like using 'collections' make it easier for a consumer to find what they are looking for and make a decision, creating pre-made bundles (like grab bags) does also. Examples could be:
 - The Athletic Girl Gift Bundle (yoga pants, tee, water bottle)
 - The Wine Lover Bundle (wine socks, wine glasses, graphic tee related)
 - The Hot Mess Bundle (graphic tee, cardigan, layered jewelry)
 - For your Mom Bundle (cardigan or sweater, jewelry, handbag)
 - The New Mom Bundle (sassy graphic tee, wine socks, loungewear)

8. GIFT CARDS

- Gift cards are the perfect option for that hard-to-please shopper, so promote these as stand-alone or add-on sales. I suggest offering them a deal like a \$50 card for \$40, or \$100 for \$85. These could be purchased to be used as gifts, or maybe your shopper is looking to save up for when they treat themselves.

9. PROMOTE WISHLISTS

- Shopify has a great Wishlist app that allows your shoppers to save their favorite pieces for someone to buy for them. Promote using the wish lists in a giveaway, but make sure you gather their spouse's email address in the process!
- Host an in-store event such as a Ladies Night Out and encourage women to fill out a wishlist for themselves while there shopping for others. They leave their spouse's email on their list, and all turned-in lists are entered into a contest.

10. PROMOTE RANDOM ACTS OF KINDNESS OR PAY IT FORWARD

- What a great way to share in the spirit of the season to reward your customers, but to also encourage them to fill out wishlists. As the boutique owner, decide
- that you are going to fulfill 10 customer wishlists, or partial wishlists between now and Christmas, let your customers know when you do and encourage them to choose their own random act of kindness in the giving season and share it in your Facebook group.

11. LET YOUR CUSTOMER SERVICE SHINE

- It's the time of year to over-deliver when tensions are high and budgets will be tight!
- Offer Free Gift Wrapping
- Be explicitly clear on shipping deadlines prior to Christmas
- Offer Layaway
- Offer No hassle returns (or name it as such and over post the policy in clear terms)
- Offer coupons for the "New Year, New You" -- or some other January event you will have planned
- Offer 'disguised packages' for gift orders.

12. FINALLY -- CHOOSE WHAT WORKS FOR YOU AND STICK WITH IT

- There are a million different Holiday promotion ideas out there, but don't be tempted to try too many. Choose your season's 'theme' or 'campaign' and stick to it. Keep your graphics, cover images, email templates, and website images clean, clear, and cohesive this season with a simple marketing plan that you detail out now, and simply execute as you go.
- Break your marketing down by week, as of today there are 8 weeks until Christmas!

PS>> Carve out your family time now and make a plan for the busy moments. How will you manage your lists and have time for your precious loved ones -- only with a plan and a mission to execute, simplify and outsource!



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