

**BUSINESS PLANNING
FOR THE HOLIDAY
SEASON**





PREPARING FOR THE HOLIDAY SALES SEASON

Set your goal

One key to success is setting a goal. You need to know what you are aiming for. Below is a list of potential goals. Revenue is intentionally left off this list. It's a given. Who doesn't want more revenue? How we make that revenue is what we're focusing on in this exercise. When setting your goal, be specific. Identify a metric which is a quantitative number that indicates how you will know that you've reached that goal. This can be a quantity, dollar, or percent. From this list below, choose one goal to focus on for the holidays.

Goal	Metric
<input type="checkbox"/> Get new customers/clients	_____
<input type="checkbox"/> Get repeat customers/clients	_____
<input type="checkbox"/> Retain customers	_____
<input type="checkbox"/> Increase volume of sales	_____
<input type="checkbox"/> Brand awareness	_____



Timeframe

Holiday sales season no longer start on Black Friday. It can span from mid-October through January. Below are a list of events that take place during the holiday sales season. Consider which dates you will include in your holiday season marketing campaign.

- | | |
|-------------------------|----------------------|
| Halloween | 12 Days of Christmas |
| Black Friday | Super Saturday |
| Small Business Saturday | Founder's Day |
| Cyber Monday | Other _____ |
| Giving Tuesday | Other _____ |



STRATEGIES TO REACH YOUR HOLIDAY GOALS

Brainstorming

Make a list of strategies/ideas that you can use to meet your holiday sales season goals. For example, if your goal is to increase repeat customers, you may consider a percent or dollar amount off next purchase, subscribe and save, or subscriber only deals.

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Which idea(s) you want to use.

Narrow down your ideas to a few manageable strategies that you can implement.

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HOLIDAY MARKETING IDEAS

In addition to social media, there are other methods that you can use to market during the holidays. Think of ways that you can use the marketing channels below to implement the strategies you've identified to reach your holiday goals.

EMAIL MARKETING

SOCIAL MEDIA

HOLIDAY MARKETS/LOCAL EVENTS

HOLIDAY DIRECTORIES

CREATE GIFT GUIDES

PAID ADS

WRITE A HOLIDAY BLOG

FLYERS, BANNERS, POST CARDS