

# HOLIDAY MARKETING

## FOR THE PROMOTIONAL PRODUCTS AND PRINTING INDUSTRIES

Black Friday, Small Business Saturday, Cyber Monday, Green Monday, Super Saturday, Boxing Day — it can make you breathless just thinking about it. It's hard enough to have to manage the holidays around your family and friends but, in the promotional products and printing industries, you have to help your customers survive the season too!

### ADVICE FROM THE RETAIL SECTOR



Retail marketers say developing content and promotions well ahead of time is the most effective thing that can be done to prepare for the winter holiday shopping season.



### WHEN TO ORDER

**NOW!** Order early or it is possible you and your customers may have to settle for whatever is left!

## WHY PROMOTIONAL PRODUCTS



CUSTOMER THANK-YOUS



LOYALTY PROGRAMS



EMPLOYEE APPRECIATION

## WHAT TO SELL

### PRINTED MATERIALS:

- Holiday cards
- Napkins
- Calendars



### PERENNIAL FAVORITES:

- Bluetooth speakers
- Phone cases
- Power banks



### CELEBRATORY ITEMS:

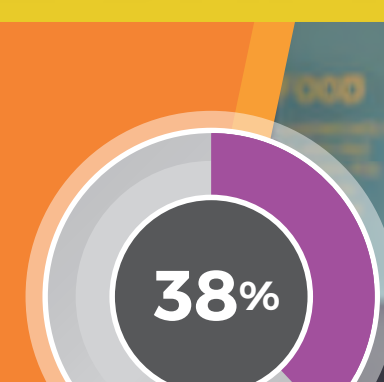
- Food items (chances are, they are purchasing them but customers may not know your offer food or the level of quality you can provide)
- Collectibles such as tree ornaments or fun holiday toys
- Food combined with hard goods (e.g., chocolates with tumblers)
- Warm outerwear and fleece hats emblazoned with companies' logos
- "Ugly Christmas sweaters" and "Ugly Hanukkah sweaters"



## HOW TO BE SUCCESSFUL

### 1 CHECK YOUR WEBSITE

38% of shoppers say they will not return to a retailer's website if it is not mobile optimized. That is likely true for your customers and your website too.



### 2 GIVE YOUR PAGES A HOLIDAY MAKEOVER

Decorate with holiday imagery and provide links to sales and special offers. Go beyond Thanksgiving and Christmas to include all seasonal celebrations such as Hanukkah and Kwanzaa.



### 3 LEVERAGE SOCIAL MEDIA MARKETING

Adding a sharing button to your website enables sharing of products by your followers. Tailor social media marketing posts to the season and provide suggestions.



### 4 SEND EMAILS

Holiday-themed email campaigns from brands tend to have lower open rates and higher conversion rates. Percent-off discounts were the most effective general holiday email offers.



### 5 GET PERSONAL

Use email to make product recommendations, provide shipping details and offer support, based on each customer's unique history with you and previous purchases.



If you would like inspiration for your holiday marketing campaigns, here's a great collection from some big brands.



### WHERE DO YOU TURN FOR HELP

Idea Custom Solutions is your go-to source for fast, high-quality vector artwork and embroidery digitizing. We can even provide image editing, virtual samples and design for printed marketing materials.

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