

WHEN TO START YOUR HOLIDAY MARKETING?



MARKETING TIPS

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The holiday season is a pivotal time for businesses. But when should you commence your holiday marketing efforts? Here's a concise guide to help you make the most of this festive season. Consumer behavior has shifted, with shoppers beginning their preparations earlier each year due to factors like potential recessions and high inflation. Nearly 90 percent of shoppers plan to adopt cost-saving behaviors this year, signaling a change in shopping habits. To capitalize on this trend, you should start your holiday marketing planning in August.

Early planning allows you to:

1. Determine holiday offers and specials.

2. Identify your target audience and establish a schedule.

3. Craft key messages for your marketing campaign.

4. Plan and schedule holiday-themed social media posts.

GO ALL-IN ON HOLIDAY MARKETING IN NOVEMBER

By November, consumers are fully embracing the upcoming holidays. Regardless of your industry, if your business isn't seasonal, your holiday marketing strategy should be in full swing. For retailers, this is the ideal moment to unleash holiday campaigns, promotions, and advertising. If your business isn't directly related to holiday gifts, offer services catering to holiday needs or provide content and promotions in line with the festive atmosphere.

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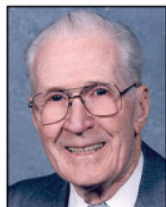
QUICK HOLIDAY MARKETING TIPS

1. Invest in Cross-Channel Marketing: Use an integrated approach to reach consumers across various channels, such as online ads, SEO, and display ads.

2. Capture In-Store Shoppers: Many shoppers research online but make purchases in physical stores. Update your local listings with accurate holiday hours and consider geofencing to target nearby shoppers.

3. Try Something New: Get creative and run a branded content series or use video marketing to engage your audience during the holidays.

Holiday marketing requires planning and preparation. Initiate your holiday marketing planning early, progressively warm up your holiday messages, and fully engage once November arrives. beMarketing is here to serve as your team of holiday elves ready to plan, execute, and maximize your holiday marketing efforts this season! Give us a call at 484.246.8504.



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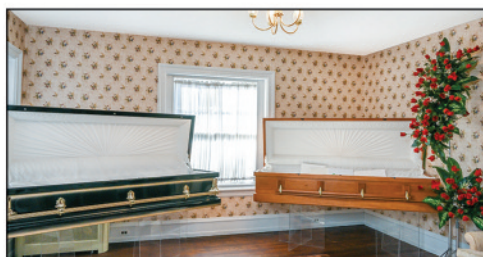
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