



Merry Christmas



Start planning your marketing activity for the end of October/start of November. Remind clients and customers you have their back and offer assistance well before the rush.



Which products or services do you want to highlight? Think about stocking fillers and useful services to offer.



Which 'call to actions' do you have for your social media clients?



Do you need to order or make products? i.e. do you need decorations for your store or do you sell particular items for the silly season? Make sure you have your stock in time.



Join forces with other small businesses to promote each other's products and services.



Bundle items into a 'happy holidays' package.



Create a digital catalogue to showcase your products or create a gift guide.



Closer to Christmas, create a cut-off date for last purchases (especially if your business is shipping them out).

