

# *DIGITAL Digest*

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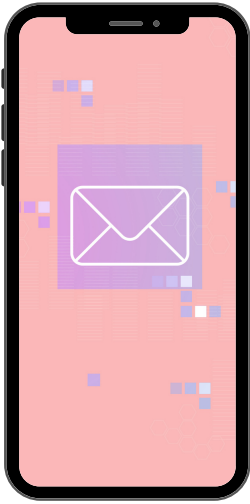
Simple Holiday  
Marketing Tips  
for Small  
Businesses



December 2022

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## Simple Holiday Marketing Tips for Small Businesses



## **LEVERAGE YOUR EMAIL LIST**

### **CREATE HOLIDAY GIFT GUIDES**

Last - minute shoppers are a key market for small business owners during the holiday season. By creating gift guides, shoppers can check-off their shopping list with ease by simply opening an email.

#### **Gift guide theme ideas:**

- price points (gifts under \$50)
- relationship (parents, siblings, friends, children)
- best sellers (top-rated/purchased products)
- interests (outdoors, beauty, sports)

## **INCREASE ONLINE & IN-APP CUSTOMER SERVICE**

### **DIRECT MESSAGES = \$ALES**

Shoppers are looking to receive quick customer service online; fast response rates can convert a general inquiry into a sale. Direct messages and online chatbox conversations can determine purchasing decisions during the holiday rush, and set you apart from the competition.

#### **Tips for elevated online and in-app customer services:**

- establish auto-responses & set expectation of when customer will receive a response
- respond to all comments & re-post mentions
- manage and respond to all customer reviews (positive and negative)



## **GO LIVE!**

### **VIRTUAL SHOPPING IS HERE TO STAY**

Social media has adapted to increase live shopping capabilities. Customers want brick-and-mortar shopping experiences from the comfort of their homes. Using this virtual tool can increase brand visibility and promote specific product exploration for potential and returning customers.

#### **Tips for creating a successful live shopping event:**

- cross - promote the event on different social channels (i.e. Instagram Live - promote on Facebook & TikTok)
- offer exclusive discounts to live shopping viewers (i.e. promo code/ free delivery)
- release new products on live (unboxings)