

# DIGITAL *Digest*

**Small Business  
Marketing  
Concepts for a  
Successful  
Start to the  
New Year**



# LEAN INTO THE FRESH START

Embrace the new year's "fresh start" theme by promoting your products or services as catalysts for new beginnings. Highlight new offers, products, and promotions to align with the spirit of renewal.

Connecting with consumers through a focus on the "new" concept will enhance the effectiveness of your marketing efforts.



## TOP 5 NEW YEAR'S RESOLUTIONS

1. Weight Control/Fitness
2. Quitting a Bad Habit
3. Lowering Stress
4. Saving Money
5. Spend More Time With Family & Friends



# CONNECT NEW YEAR'S RESOLUTIONS IN YOUR DIGITAL MARKETING

## USE THE MOST POPULAR RESOLUTIONS TO YOUR ADVANTAGE

- Fitness clubs and food suppliers can tap into the "weight loss/get in shape" resolution trend by launching promotions.
- Businesses catering to the "less stress" resolution can attract customers with mindfulness services like meditation or yoga, as well as retail offerings such as clothes and accessories for the "new you."



- Promote a fresh start with "new you, new skill, new decor" items in paint, hardware, craft, and home decor stores.
- Highlight January sales and discounts for the "Saving money" resolution.
- Use the quieter month for restaurants to emphasize spending time with loved ones, aligning with holiday resolutions.

Questions about this Digital Digest? Contact Melissa at [dms@haltonhills.ca](mailto:dms@haltonhills.ca) or visit [investhaltonhills.com/dms](http://investhaltonhills.com/dms) for small business marketing support.