

Service & General Business Prep for the Holidays

- 1) Client and vendor gifts
 - be relevant to either the industry you represent or direct to the receiver
 - do not send the same thing ever year, be creative
- 2) Charity donations
 - gift matching for staff
 - donate as a business in the name of your clients
 - team building by donating time at a non-profit
- 3) Employee benefits, bonuses, gifts
 - gift cards vs. cash
 - dinners, team building activities
- 4) Parties/Events
 - who is hosting one?
 - partners, donations, highlight your vendors /clients
- 5) Printed cards vs. email
 - do not buy generic pre-printed, get creative or at least find something more personal
 - custom emails, interactive links, and keep it peppy
- 6) Time off
 - Notify clients in advance
 - Set auto responders

Retail Prep: on and off line

- 1) Sales/Offerings
 - Bloomspot, Groupon, Homerun, GityCity, etc.
 - in-store specials
 - best client discounts
 - other ideas and feedback on these
- 2) Gift sets & specialty items
 - making gift giving easy for shoppers
 - create experiences that help to brand your business
 - also useful for auctions/donations
- 3) Remarketing: target flowing ads
 - <http://www.google.com/ads/innovations/remarketing.html>
 - e-commerce Remarketing campaigns are HIGHLY effective for holiday traffic. These are Display ads that only 'gently stalk' visitors who already visited the site for 30 days while they surf the net to keep your product top of mind and generally only cost \$300-\$500
- 4) Donating to event auctions & gift bags
 - pow.wow holiday party silent auction
 - other events, ideas, feedback on this outreach

- 7) How holiday do you get?
 - non-denominational vs. Christmas
 - Windows, displays, home page images... how much is too much?
- 8) Don't forget to be Social
 - anything you are offering that's holiday special, remember your social outreach – Facebook, Twitter, email newsletter, press release/bloggers

Ideas and Articles

Gift Giving Article: <http://www.entrepreneur.com/article/204400>

Cards Article: <http://rotwnews.com/section/business/value/6159>

Card printer: <http://www.hellolucky.com/holiday.html>

Gift Certificates: <http://begiftly.com/#top>

Charity Donations: <https://www.justgive.org/>

Gifts that support Women Owned Business: <http://makemineamillion.org/community/m3-marketplace>

Teambuilding events: <http://handsongourmet.com/>