



Holiday Marketing Quickstarter

Inspiration for a successful season

 **Constant Contact**

 **Denner Group**
International

Jeri Denniston
jeri@dennergroupp.com
480-442-4593

The holiday season is full of opportunities for small businesses to promote themselves.

Soon, people will begin planning their holiday purchases in hopes they'll find the best products and offerings to meet their needs.

We've created a guide with everything you need to launch a full-scale holiday marketing campaign. It's designed to be used however it best fits your needs: read from the beginning or jump into whatever sections apply to you and your business.

Whether you're a seasoned professional looking for inspiration or a marketing novice just getting started, this guide is chock-full of resources to get your holiday campaign up and running quickly. We'll show you how to leverage your website, social media, email, SMS, events, and more to deliver an engaging digital holiday marketing strategy.

Holiday Calendar
pg 3

Landing Pages
pg 4

Social Media
pg 6

Email Marketing
pg 11

SMS Text Messaging
pg 14

Events
pg 17

Integrations
pg 18

Tying All Your Channels Together
pg 19

When it comes to creating a successful marketing campaign, proper planning can be what you need to transform a good campaign into a great one.

We've compiled a list of notable dates this holiday season to help you get started.

November

November 3 — Daylight Savings Time ends at 2:00 am

November 11 — Veterans Day

November 28 — Thanksgiving

November 29 — Black Friday

November 30 — Small Business Saturday

November Themes

- “Movember”
- Height of the Holiday preparations and shopping

December

December 1 — Artists Sunday

December 2 — Cyber Monday

December 3 — Giving Tuesday

December 21 — Winter Solstice (shortest day of the year)

December 24 — Christmas Eve

December 25 — Christmas Day

December 25 — Hanukkah begins

December 26 — Boxing Day

December 26 — Kwanzaa begins

December 31 — New Year's Eve

December Themes

- End-of-year fundraising
- Height of the Holiday season

Creating Effective Landing Pages

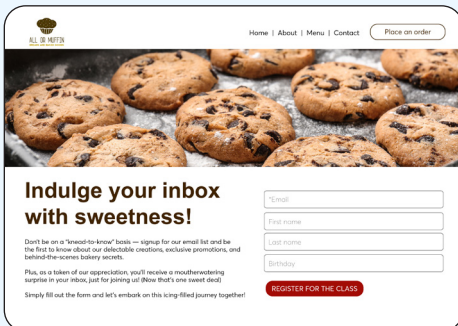
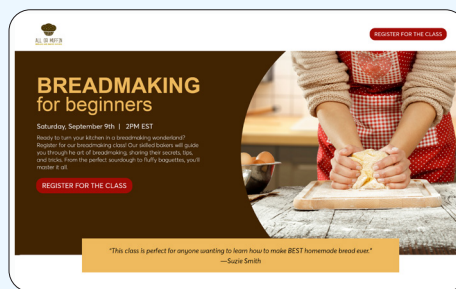
To enhance your holiday marketing efforts

Launching fun contests or campaigns? Using the holiday to build your prospect list? Selling an all-star product that's sure to shine during the season? Point customers to where they need to go with well-thought-out landing pages.

Here are some of the most common types of landing pages to drive engagement and build your contact lists:

Event Registration

Get visitors to register for an upcoming event, like a webinar or festive, in-store event.

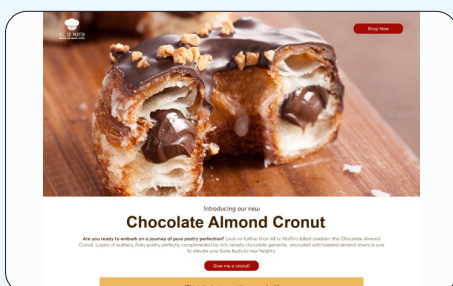
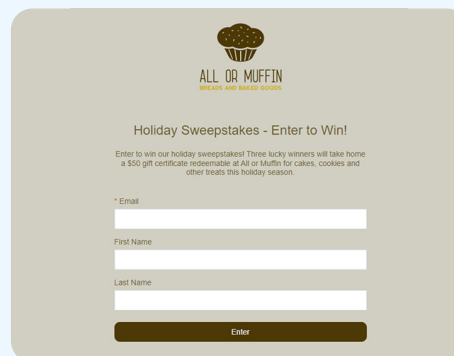


Sign-Up Form

Encourage visitors to stay connected by inviting them to subscribe to your email list or newsletter.

Contest Entrance

Attract visitors and create buzz around your holiday promotions by offering a chance to win prizes in exchange for contact information.



Other landing page ideas

- Find us online
- Charitable donation
- Product Sales

Pro tip: Avoid leaving your web presence out in the cold by following this simple seasonal checklist:

- Update your hours of operation
- Add event information:
 - On-site events
 - Trade shows
 - Community events
 - Virtual events
 - Fundraising drives
- Feature limited-time items, like seasonal menus or products
- Promote discounts and offers prominently
- Highlight images of your store or product from past holiday seasons



TRY IT YOURSELF ▶

Elements of a good landing page

Here are the essential building blocks to creating landing pages that stand out and perform well.

High-quality hero image or video:

A visually appealing hero image or video can help quickly grab your visitors' attention and convey your message quickly and effectively.

Social proof:

Trust-building content, like customer reviews, social media mentions, news features, or testimonials build trust and credibility with your visitors.

Strong call to action (CTA):

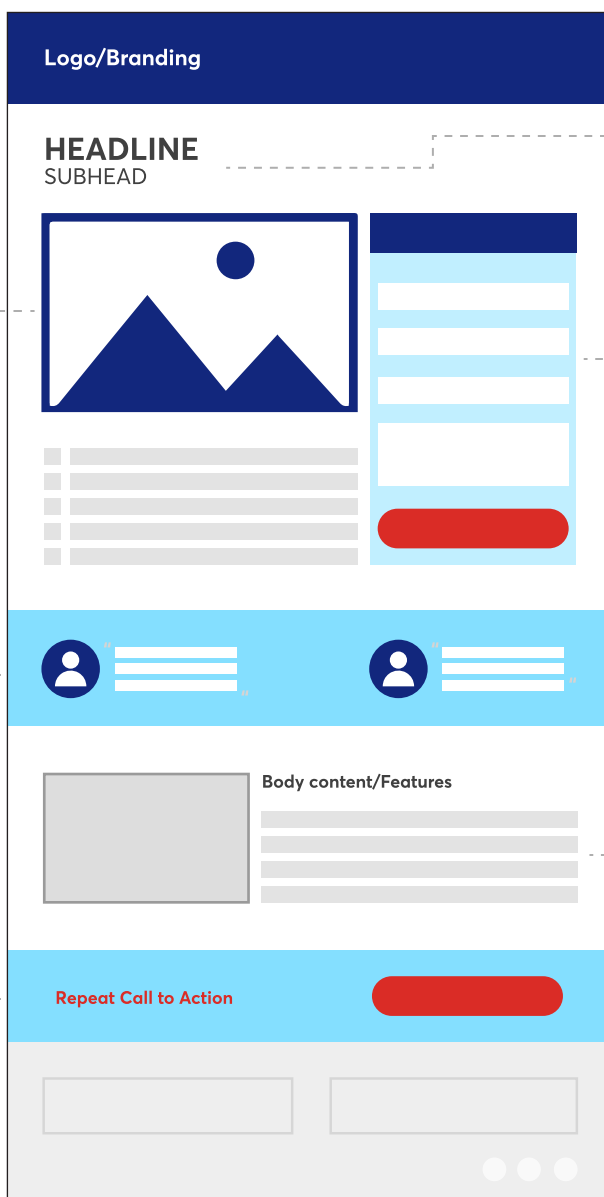
The CTA is the action you want your visitors to take, such as filling out a form, making a donation, or completing a purchase. Make sure your CTA stands out and clearly communicates what you want your visitors to do. If you don't tell them what you want them to do, they won't know.

Mobile-responsive design:

More people than ever are accessing the internet on their mobile devices, so make sure your landing page looks great and functions on all devices.

Visually appealing design:

A clean, inviting design that stays true to your brand keeps visitors engaged, makes your offer more appealing, and increases brand awareness.



Clear and compelling headline and subhead:

Your headline and subhead are what visitors see first, so they need to grab their attention and clearly communicate what your offer is and why it's valuable to your audience.

Optimized lead capture form:

If you're asking your visitors to fill out a form, make sure it's as easy and straightforward as possible. Only ask for the information you really need.

Relevant and concise content:

Keep your content focused on the benefits of your offer or nonprofit and make sure it's easy to read and understand.

Social for the Season

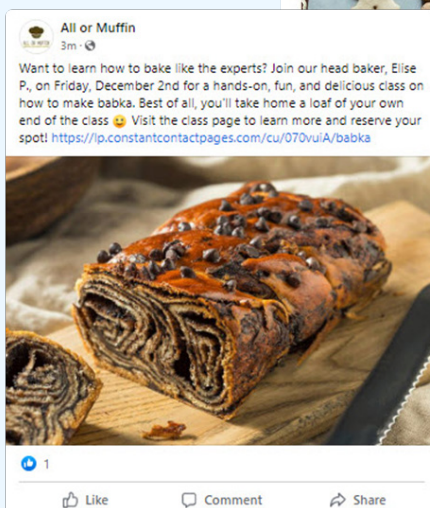
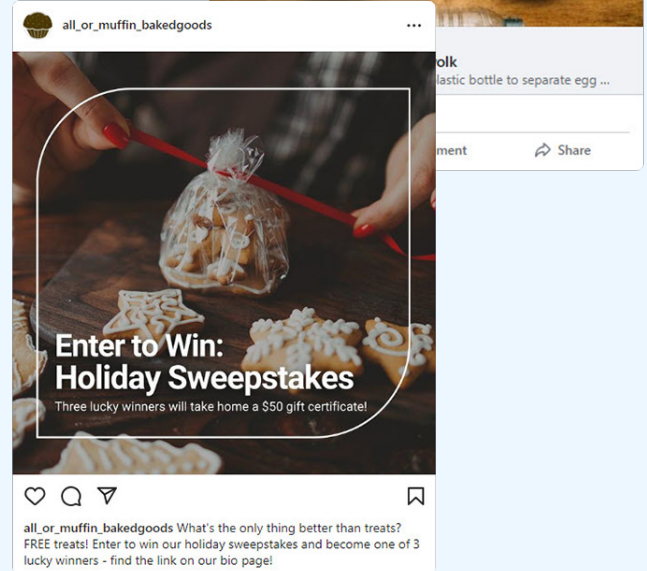
Social media plays a major role in reaching a larger audience. By producing various kinds of social content, you can reach more people and easily achieve your business goals. Incorporating each content type into your social feed allows you to maintain an engaged audience throughout the holiday season and after. Below are some ideas to help you get started.

Drive Awareness

Increases familiarity with your business, product, or service and can increase your social following.

Goal: Educate and boost public awareness

- Q&A interviews
- Questions
- Fill-in-the-blanks
- Behind-the-scenes photos/videos
- Tips and tricks
- Content promotion (blogs, etc.)
- News/trending topics
- Company info
- Giveaways
- Contests
 - Enter-to-win
 - Share-to-win

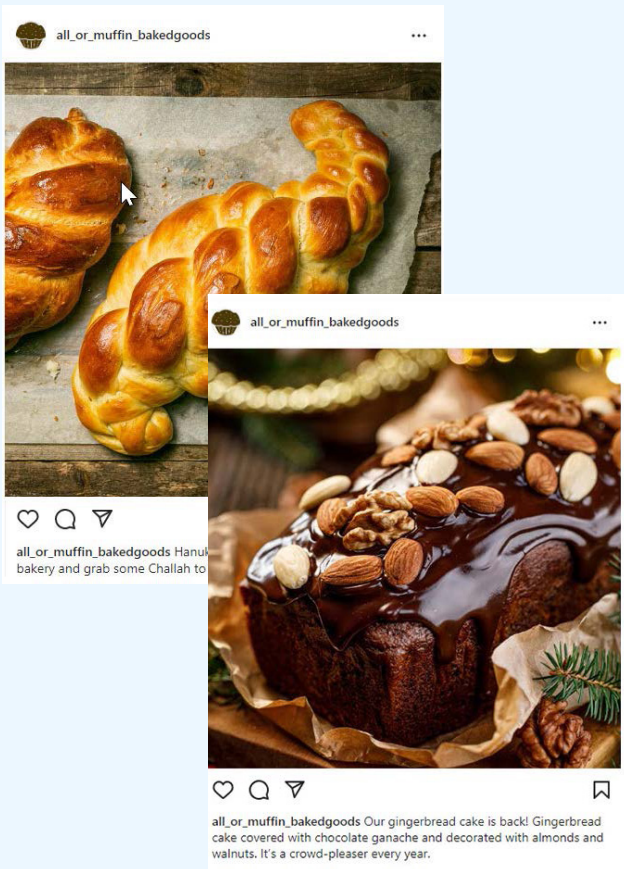


Grow Contacts

Invites customers/prospects to connect with you via email through sign-up forms or other lead-generation pieces.

Goal: Educate and boost public awareness

- Contests
- Enter-to-Win
- Downloadable content
- Email opt-in
- Event RSVPs



Promote Product/Service

Alerts customers and prospects to a product launch, service expansion, brand initiative, or promotion.

Goal: Increase revenue or acquire new customers

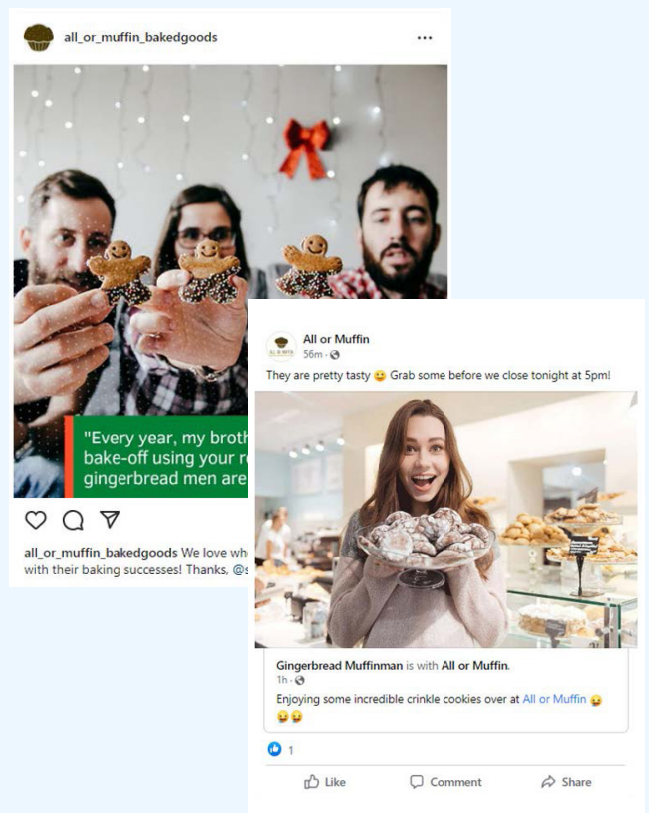
- Ads
- Promotions and sales
- Product features (images/video)
- Customer testimonials
- Product teasers/previews
- Tutorials
- Fundraising kickoffs

Customer Advocacy

The digital version of word-of-mouth advertising.

Goal: Educate and boost public awareness

- Customer stories/quotes
- Polls/voting
- User-generated content
- Product reviews



Social Platform Size Guide

Use the information below to present your content in the best way possible on various social platforms.

Facebook

- **Profile photos:** Must be at least 170 x 170 pixels.
- **Cover photos:** Appear at 820 x 312 pixels.
- **Post images:** Have a recommended size of 1080 x 1080 pixels.

Instagram

- **Profile images:** Appear on your homepage at 110 x 110 pixels.
- **Image thumbnails:** Appear on your profile at 161 x 161 pixels. Square photos are 1080 x 1080 pixels and rectangular photos should be a 4:5 aspect ratio.
- **Story and Reels:** Should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

Pinterest

- **Profile images:** Appear at 165 x 165 pixels on the homepage.
- **Main page pins:** Appear at 236 pixel wide with a scaled height. Expanded Pins have a minimum width of 660 pixels with a scaled height.
- It is recommended to use an image aspect ratio of 2:3 for pins (such as 1000 x 1500 pixels).

LinkedIn

- **Company logo image:** Should be 300 x 300 pixels.
- **Company business banner:** Size is recommended at 1128 x 191 pixels.
- **Post images:** Recommended size of 1200 x 1200 pixels.

TikTok

- **Videos:** Should have a resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.
- **Newsfeed videos:** Have a max file size of about 285MB for Apple and 72MB for Android. Ads have a max file size of 500MB.
- **Duration:** Videos have a max length of 3 minutes.

YouTube

- **Channel profile image:** Should be 800 x 800 pixels.
- **Custom thumbnail images:** Should be 1280 x 720 pixels.
- **Cover photo:** Minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.
- **Shorts videos:** Max length of 60 seconds and a recommended resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.

X

- **Profile photos:** Recommended size of 400 x 400 pixels.
- **Header photos:** Should be 1500 x 1500 pixels.
- **Link images:** Appear at 1200 x 675 pixels.
- **Single image posts:** Should use a standard 4:3 or 16:9 aspect ratio.

How Often Should You Post on Social?

Social media is a great way to share the spirit of the season with your followers, but how often should you be posting? Here are some guidelines to help you create a consistent and effective holiday social schedule.



Facebook

Three to seven times a week



YouTube

Two to three videos per week



Pinterest

One to five posts per day



TikTok

One to four times per day



X

One to three posts per day



Instagram

Feed: No more than one time per day (treat Reels as part of your feed)

Stories: Three to 10 stories per day

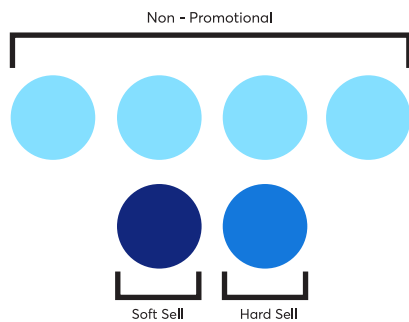


LinkedIn

Three to five posts a week

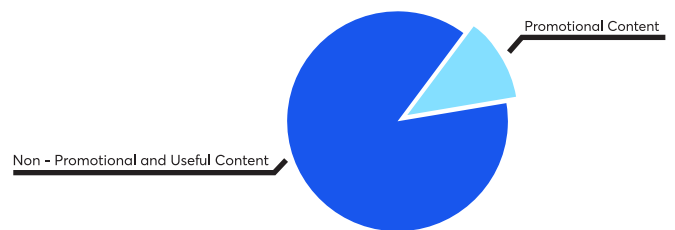
Content Mix Guidelines

Selecting the right content mix ratio can help you increase engagement and learn what post types resonate with your audience. Here are various content mix guidelines used by social media experts to get you started. Choose one to experiment with and use whatever works best for your business.



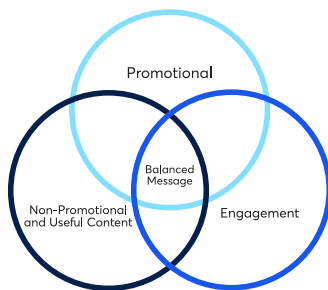
4-1-1 approach

For every six postings you publish, four should be non-promotional content, one should be a soft sell (think event invite), and one a hard sell (buy now).



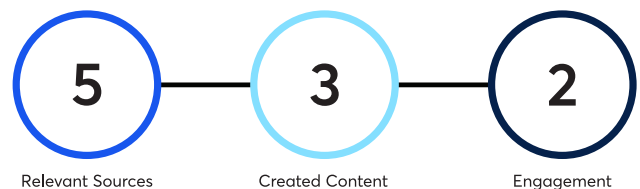
80/20 rule

Out of all the posts you publish, 80% of posts should contain non-promotional and useful content and 20% should contain promotional content.



The rule of thirds

Not to be confused with photography composition rules, the rule of third says 1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 should engage with your audience.



5-3-2 approach

For every ten posts you publish, five should be posts from other relevant sources, three should be content you've created (promotional or otherwise), and two should engage your audience and humanize your brand.

Email Marketing Ideas

Draw your subscribers' attention to your promotions, gift ideas, event invites, and more. Need inspiration? Here are a few email marketing ideas to get you started.

Drive Awareness

- Holiday gift guides
- Holiday-themed tips & tricks
- Holiday hours updates
- Gift ideas
- Last-minute reminders
- New Years look ahead
- Holiday-themed newsletter
- End-of-year updates
- Holiday event invites
- Share a holiday story
- Shipping deadlines

Promote Product/Service

- Holiday preview sale
- Giving Tuesday campaign
- Cyber Monday or Black Friday offers
- Small Business Saturday offers
- Free shipping offer
- Early bird pricing sales
- Holiday gift packages
- Gift certificates
- Gift card bonus (buy one, get one, etc.)

Customer Advocacy

- Last-minute reminders
- Personalized gift ideas
- Holiday preview sale
- Customer appreciation
- Thank you

Stand out of the crowd this holiday season with emails that pop!

Asking yourself these three questions and adhering to email best practices allows you to create and send emails that resonate with your subscribers.

1

What are you trying to accomplish? — **Headline**

2

Why should the reader care? — **Message body**

3

How can the reader get involved and what action do they need to take? — **Call to action**

Subject Line Ideas

Creating subject lines that are both eye-catching and festive is key to great email engagement. After all, before someone reads your email, they'll need to open it. Here is some subject line inspiration to help you stand out.

Promotional

- 📅 It's now or never! Save now at [your business]
- Good times, good cheer, and great offers
- It's the most wonderful time for [product]
- Get in the holiday spirit with [offer]
- Shop our hottest holiday products now
- New service offers in time for the holidays
- Get your holiday shopping done with these offers
- 📅 Limited time only: Get [% off] your holiday order
- Exclusive offers just in time for the holidays
- Unmatched selection of gifts for [mom/dad, etc.] 📅
- 📅 Find the perfect gift for [mom/dad, etc.]
- Reserve your spot for [name of your event]
- Find out what we have planned for [holiday/shopping day]
- Stress-free holiday shopping is possible at [your business]
- There's snow place like [your product] ❄️
- Do you hear what I hear? 🗣️
- This sale sleighs
- Keep the holiday magic alive with [product] ✨
- [Name], get a jump start on your holiday shopping
- Holiday shopping has never been easier

Non-Promotional

- Need last-minute gift ideas? 📅
- Our top [Number] holiday picks
- Holiday [Topic] tips and tricks
- It's gift o'clock. Check out these ideas
- 📅 ❄️ Have you seen our holiday gift ideas?
- Learn how to [make a recipe, prepare for X event, etc.] this holiday season
- Holiday time-saving tips from [your business]
- We're open late! New holiday hours
- On a budget? Check out these gift ideas
- Gift inspiration for [Name]
- Holiday preparations start now
- [Name], thanks for being a loyal customer
- [Name], thank you for making a difference
- [Year] in review: Thank you for [X] great years of business

Want to create standout subject lines of your own?

- ❑ **Use personalization when it makes sense**
Personalization can help create a stronger connection with your customers and help increase open rates when used properly. Personalize by name, location, etc.
- ❑ **Stay short and sweet**
Subject line: Around 40 characters, including spaces and emojis.
Preheader text: five to eight words.
- ❑ **Avoid anything spammy**
Avoid spam triggers like grammatical errors, misspelled words, and overuse of capitalization. Use emojis sparingly and strategically to enhance your message.
- ❑ **Subject line and preheader text should work together**
The subject line gives readers a reason to open your email and the preheader provides context.
- ❑ **Ask a question**
Questions can pique your reader's interest.
- ❑ **Include a deadline**
Create a sense of urgency by showing your message is timely.
- ❑ **A/B Test**
Test different subject lines to discover what subject lines work best for your audience.

How to Design a Holiday Email for Conversions + Personalization

Looking to create an impactful holiday email? Here are tips to help you write and design an email that's eye-catching, easy to read, and informative.

1. From-Name (Sender)

Use a recognizable from-name as the sender. Your audience gets used to the sender, so make sure you stick with your choice.

2. Subject Line

Make your subject line enticing and relevant. Keep it 4-7 words or under 50 characters.

3. Preheader

Write a preheader as an extension of the subject line that provides more context. Keep it short and sweet.

4. Header

Include your brand elements in your header to attract readers.

5. Branding

Add your logo and use your brand colors. Remember to keep it simple and stick to four colors or less.

6. Personalization

Build connections with subscribers by personalizing content. You can gather information such as birthdays and preferences in sign-up forms.

7. Call to Action (CTA)

Focus the main body content of your email on your key message or CTA. Keep the copy clear and concise.

8. Images

Use relevant, appealing imagery throughout your email, including photos and graphic elements.

9. Sections

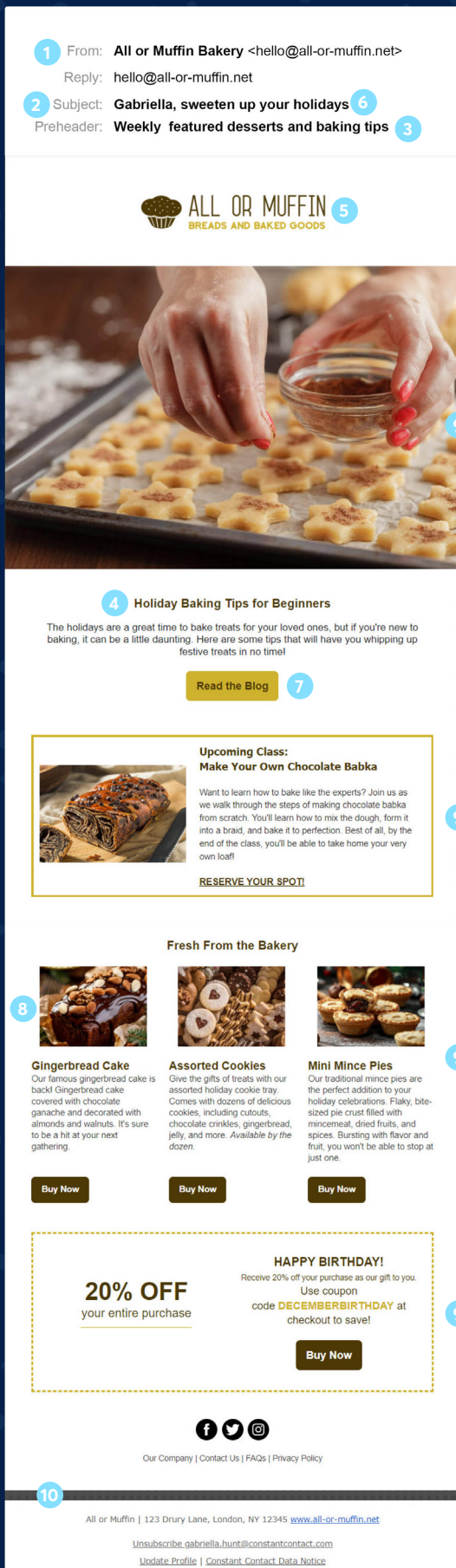
Organize your content into consistent sections with clear headings.

10. Footer

Include social icons with links to your social media pages, an unsubscribe link, and a mailing address.

Pro Tips

- Write copy quickly and easily with [Content Generator](#).
- Upload your brand elements to Constant Contact automatically using [BrandKit](#).
- Optimize for mobile with responsive email [templates](#).

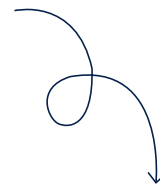


Have Yourself a Merry Little Textmas

With shopping to do, events to attend, and family to visit, your audience is on-the-go more than ever during this season. SMS text message marketing can help you reach them where they are, even when they're out and about. Here are some examples of how you can use text messages to drive awareness, sales, and even customer loyalty.

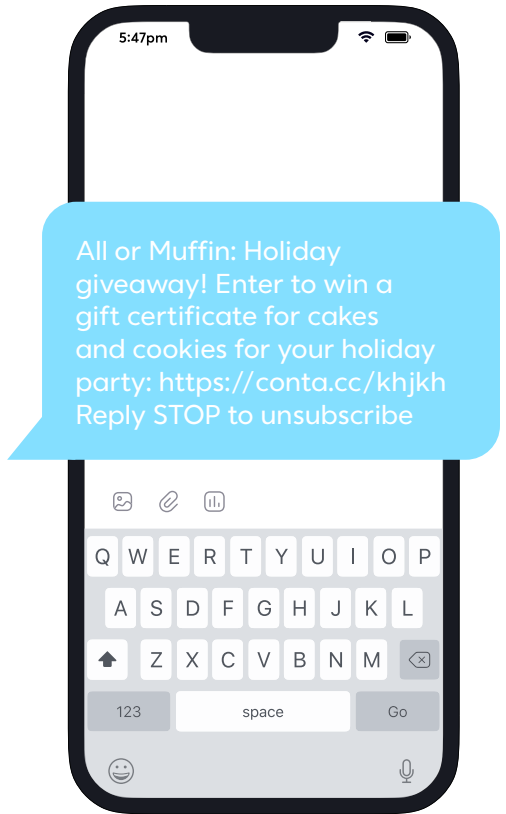
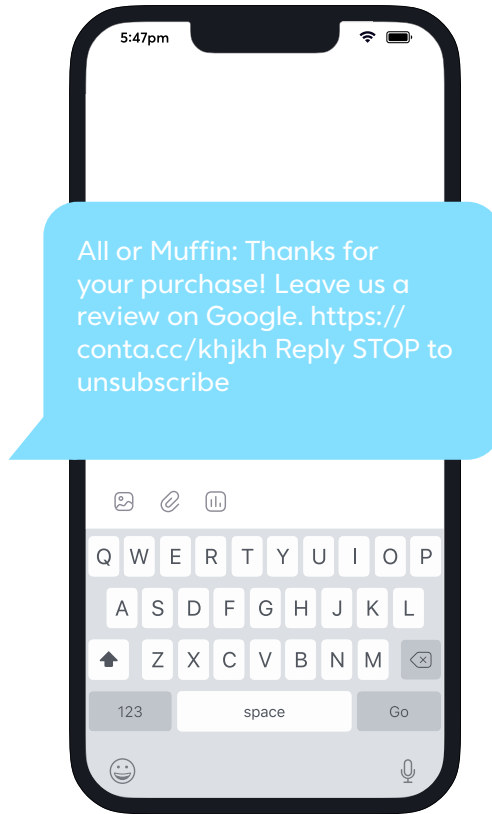
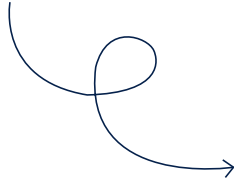
Drive Awareness

Keep your brand top of mind during the busiest season of the year by sending business hour updates, shopping reminders, and event announcements right to your customers' phones.



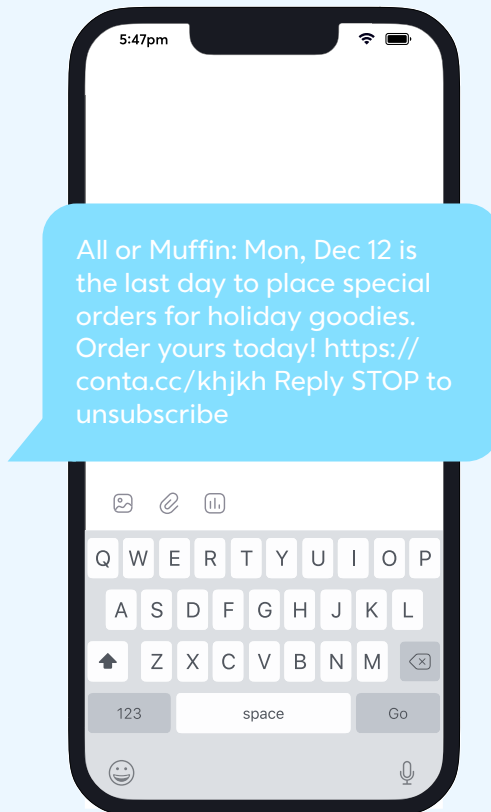
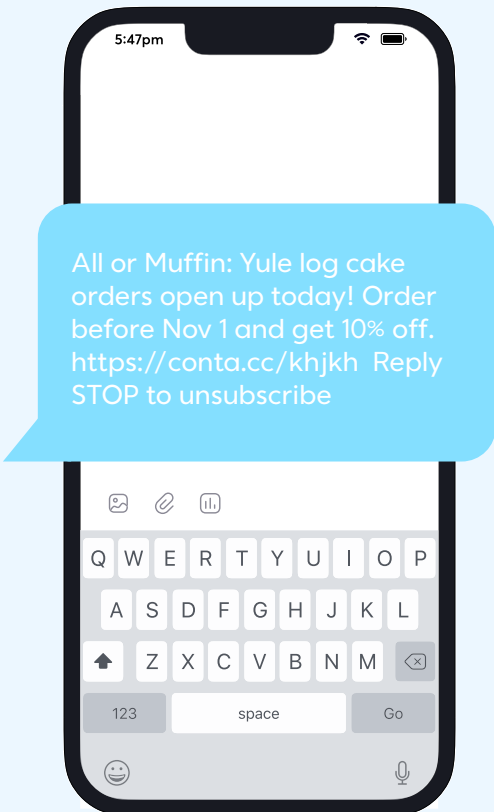
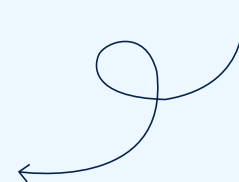
Grow Customer Loyalty:

Reward subscribers with exclusive deals and giveaways, and encourage them to share their love for your brand in a review.



Promote Products and Services:

Make sure your customers know you have special seasonal offerings by sending timely messages about new products and when to order in time for the holidays.



SMS Text Message Best Practices

If you're sending SMS text messages this holiday season, here are a few best practices to remember:



Always include your company name in your text messages.



SMS text messages should be concise and relevant at the time received.



Combine SMS with your other channels (like email and social media) by linking the channels to your SMS sign-up form.



Exclusive discounts and coupons are perfect for SMS offers.



Even during the holidays, don't overwhelm your customers with text messages.



Personalize your messages whenever possible with the recipient's name or relevant details based on their preferences.



Shortened URLs create better texts and a better experience.



Remember you can use emojis, but sparingly (they increase character count and some are not universal).



Marketing texts can only be sent between the hours of 8 a.m. and 9 p.m. (local to the recipient).



Recipients must be able to opt out.



Have a clear call-to-action that leads recipients to take the action you want them to, such as "buy now," "schedule an appt," etc.



SMS is a very personal channel—make your texts casual, conversational, and friendly!



TRY IT YOURSELF ▶

How to Get the Most Out of Your Holiday Event

Sure, you want your supporters to learn, network, and have a great time at your seasonal events—but what are YOU getting out of it?

Here are a few things to keep in mind during each stage of your seasonal event process to ensure you get the most out of your events.



TRY IT YOURSELF ▶

Before:

- Create or segment your contact list for invitees
- Add RSVPs to a segmented mailing list
- Set up your event registration and landing page
- Create email and/or text series: "Don't forget to register!" or "See you at the event!"
- Share the event details and registration page on social and encourage sharing (if the event is open to all)
- Launch an event ticket giveaway on social (if applicable)

During:

- If the event is open to the public:
 - Post sign-up sheets to allow people to opt in to your contact list
 - Include QR codes on signage for contact list opt-in
 - Share text-to-join instructions for your opt-in
- Encourage attendees to take and share photos of the event on social media
- Take photos of the event for sharing on social and website
- Check in attendees for a targeted list of day-of attendees

After:

- Send attendees a text and/or email thanking them for attending and soliciting feedback
- Send RSVPs who did not attend a "We missed you!" event recap
- Post photos and recaps to social media
- Repost attendee content about the event
- Include photos and information from the event in upcoming newsletters
- Evaluate metrics to measure success
 - Event attendance
 - Email, social, and text engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events

Control Holiday Chaos

Let integrations simplify your holiday marketing

If you're just now beginning your holiday planning and want to save time, integrating your marketing tools can centralize the information you need to effectively manage your campaigns with less effort.

Here are some integrations you can use in conjunction with your email and social media marketing efforts to make sure you sleigh your goals this holiday season.

Video/Image Creation

Create festive, engaging communications and ensure easy access to all your existing designs and videos from one, centralized location.

- Vimeo
- Canva

Customer List Growth

Use your holiday offerings to easily capture leads and grow your customer list fast.

- Google Ads
- WordPress sign-up forms
- Gmail

eCommerce

Take advantage of holiday gift-giving and boost online sales seamlessly by automatically syncing your customer data with your email list.

- Stripe
- Squarespace
- Wix
- Shopify
- eBay
- WooCommerce
- Nift gift cards
- ShipStation

Social Media

Easily create, optimize, schedule, and launch all your holiday social posts all at once, plus quickly see how each are performing in one place.

- Facebook
- Instagram
- LinkedIn

Nonprofit

Manage and target your email marketing campaigns more effectively by synchronizing donor data, specifically contact information.

- Donor Perfect
- Qgiv

With over 5,085 integrations available in Constant Contact, the possibilities are endless.



TRY IT YOURSELF ▶

Tying All Your Channels Together

Throughout this guide, you've unwrapped layers of holiday marketing efforts—but what does it look like when its all put together? Each of the efforts outlined in this guide can work independently, but when you combine these efforts, they can amplify your marketing effectiveness and boost your business over the holiday season.

Here are some ways you can use other marketing channels to support your email marketing campaigns and vice versa.



1. Website

Integrate your email marketing efforts by featuring newsletter sign-up forms or pop-ups on key pages of your website. This provides visitors with the opportunity to subscribe to your email list and stay updated on your business.

2. Landing pages

Create dedicated landing pages for specific email marketing campaigns or promotions. By sending email recipients to your targeted landing pages, you can provide customers with a personalized experience that drives action.

3. Text messaging

Complement your email marketing efforts with timely text messages to announce sales, provide order updates, or send exclusive offers. Additionally, use text messages to encourage signups to your email list.

4. Events

Promote upcoming events through email marketing campaigns to drive registrations and attendance. Collect email addresses from event attendees to grow your subscriber list and nurture relationships beyond your event.

5. In person

Use QR codes or text-to-join to collect email addresses at checkout or via in-store signage. Then, follow up with personalized email communication to keep customers engaged and connected.

6. Online ads

Use targeted ads to attract new customers, reach specific audience segments, and drive traffic to your landing pages or email sign-up forms.

7. Social media

Use social media along with email marketing to increase your reach and engagement. Share email content on your social media platforms to reach a broader audience and encourage followers to subscribe to your email list. You can also promote your social media channels in your email campaigns to foster community engagement and drive traffic to your social accounts.



TRY IT YOURSELF ►

Tying All Your Channels Together

See how a full holiday marketing campaign might look to your audience, from start to finish.

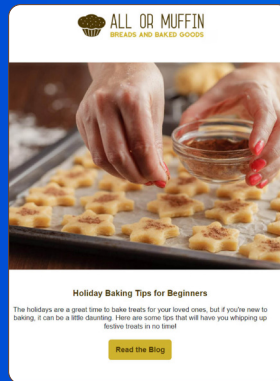
Social Media

A customer engages with a holiday giveaway on Instagram and clicks through to your landing page.



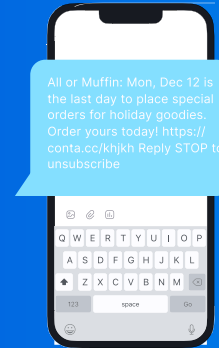
Email

Now that they are on your list, they will receive an email about your next event.



SMS Text Messaging

Your customer has shared their name, email, phone number, and birthday with you. Now, you can engage with them on multiple channels and make sure your business stays top of mind all year long.



Landing Pages

They enter to win the giveaway by signing up for your contact list and sharing some personal information, such as their birthday.

Events

At your event, the customer sees a sign with a QR code to sign up for exclusive text offers and updates. They sign up for SMS text messaging.



From here, the campaign cycle can start over again—for instance, with a social post featuring photos from your event and a link to a sign-up form where people can learn about your other upcoming events!

A holiday campaign isn't just a single moment in time or set of tactics—each touchpoint with your audience builds on the last. How and when your audience reacts to your touchpoints helps you learn more about how to best reach out to them. Build contact lists consisting of your event attendees and other active customers to customize future outreach and start your new year with a healthy, engaged audience.