

# 10 TIPS FOR HOLIDAY SUCCESS

*The Holidays Are a Great Time of Year to Reach New Customers!*

Here are 10 steps your business can take to enjoy the holiday season and get noticed among the flurry of shoppers.

## 1 Send holiday cards

Sending holiday greetings to your customers is a simple and effective way to grow sales, inspire loyalty and reinforce your brand. Instead of the standard printed “Happy Holidays,” consider writing your own message inside – you’ll make a more personal connection with your customers.

## 2 Invest in an email campaign

Email marketing is an ideal tool for targeting customers ready to spend money this holiday season. But how can you stand out in the sea of holiday-themed emails flooding your customers’ inboxes? Make sure your holiday emails address their problems, connect to the timing of their decision-making and relate to their specific interests.

## 3 Create holiday specials

With a little imagination, you can create your own holiday gift baskets to sell your products or services. If you sell products, buy baskets and bundle items together. If you sell a service, consider bundling related products to make the gift more tangible. For example, if you own a lawn care service, you could bundle a gift certificate with a few gardening tools.

## 4 Add extra staffing

Holiday email and direct mail campaigns will bring more people to your store or website. If you don’t have the proper staffing or infrastructure needed to handle the extra traffic, you’ll end up losing business. Consider hiring temporary employees to keep the holiday sales running smoothly.

## 5 Don’t forget the procrastinators

It’s inevitable – many shoppers wait until the last minute before buying holiday gifts. Account for these 11th-hour shoppers when planning your inventory, staffing and marketing.

## 6 Decorate your website

Adding some holiday cheer to your website is a simple way to make online shopping

warm and festive. Don't forget social media – consider customizing your Twitter and Facebook pages for the holidays, too.

### 7 Build up your cash reserves

For many businesses, December is their busiest time of year. If you're one of them, give yourself a gift and put aside some money. You'll appreciate having that extra cash when business slows down.

### 8 Spread some holiday cheer at work

We're sure you'll agree the holidays are stressful for everyone. As well as the extra pressures at work, your co-workers are juggling the added family and money demands that come with the season. Now's the time to be particularly patient and recognize jobs well done.

### 9 Recognize holidays other than Christmas

Your customers represent a broad spectrum of cultures and religions, so why not celebrate them all? You'll increase both sales and goodwill by recognizing a diversity of holidays.

### 10 Say thanks

Sending your best customers thank-you notes is the final step in ensuring a successful holiday season. If possible, write them by hand; it shows you're willing to go the extra mile.

**For more information on achieving holiday success or to speak with an InfoUSA expert please call 800.321.0869.**



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