



HOLIDAY

MARKETING

**How To Milk the Holidays by
Creating Wildly Profitable
Holiday Events**

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Wildly Profitable Holiday Events**

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Introduction

The Christmas season is by far the world's most lucrative time of year for businesses to make a profit. The holidays are a time when people give gifts to those they love, family members, friends, and coworkers. People also enjoy celebrating, and therefore, tend to spend more money during these times.

It's no wonder that **holiday shopping is a multi-billion dollar a year event for businesses** across the board. There is even a "cult-like" holiday known as Black Friday where energetic shopaholics spend hours on end in long lines the day after Thanksgiving to get good Christmas deals.

Of course, there are other holidays (such as President's Day, Independence Day, Memorial Day, etc.) that bring in huge numbers of shoppers looking for great deals as well.

People love to save money and they love a bargain.

If you're a business owner, whether it's at a bricks-and-mortar store or whether you're strictly an online merchant, having special holiday events can really increase your overall sales. Clearly, **just having the sale all by itself is not nearly enough.**

You'll need to really push the envelope when it comes to marketing your event or events in order to garner sales. Getting the word out there through traditional means isn't enough since the competition is fierce, particularly

during the Christmas rush. Other holidays can also be important to sales, so don't forget to factor those in as well.

During any given holiday, people know it's a good time to check the status of the many major retailers out there. They know that merchants take advantage of the holiday season to post new sales deals, create new coupons and marketing ads, and try to rake in more cash.

All of these plans are passed down to the consumer in terms of savings and people know this. When you realize that the consumer is in tune with the business world, it's much easier to get ready for a successful holiday-related event.

Know what people want and then deliver it via your event.

You'll be amazed at the results.

It's essential that you plan the holiday event well in advance and construct a solid game plan. Knowing all of the aspects involved in hosting your own holiday event will truly give you the edge and a nice advantage.

And remember, it's not just Christmas that people look for great sales or deals. Other national and international holidays often serve as an opportunity for people to save a buck as well, so take advantage of that fact.

Know your niche market and your customer base so you can **customize a holiday event that will suit everyone best.**

As a business owner, you should know your business better than anyone, so be certain that the events you plan will be advantageous to both you and your customers.

Think about the items or services you sell and try to create an event that centers on your business' main focus.

By doing this, you will not only bring in more dollars, you should be able to boost your reputation and perhaps even start a new annual tradition.

By working the event around your company's mission statement and true passion, you're doing something that you, your staff, and your customers will all enjoy and appreciate.

Think about the many different aspects of what a holiday is and what it means to people. Look into the varying factors that will have both a positive and a negative effect on your customers.

Try to **come up with an event that will be encouraging to all without leaving any one group or religion out of the picture**. Do something that's fun but also effective in terms of both savings for the customer and sales for you.

The methods used to promote a holiday event can vary from issuing special coupon codes to email subscribers to taking a set percentage off of all items on your website at any given time to even holding a contest.

Giving away free items or a gift with purchase is also a very common and popularly received choice. Mailed materials like sales flyers and coupons customers can cut out are also good tools.

Of course, there are several different issues you will want to consider before launching a big holiday event. Be aware of your customers' needs as well as their wants.

Be familiar with your particular market and then **really push the special event towards those people who are current customers, as well as towards potential new customers.**

Issues to Consider Before You Start Planning a Holiday Event

There are several different issues you should take into consideration before you plan a holiday event. First and foremost, you need to know to whom you are selling. Get a sense of your customer base and work around that.

It's good to be sensitive to certain groups, but it's also essential that you are able to maximize profits, so **don't "walk on eggshells" so much that you end up hurting your bottom line.**

Decide whether or not the theme of your event will help you overall or will hurt you. Once you're sure of how to approach the marketing, stick with it. Don't sway or change your ideas after the fact. Stick to your guns and **promote your business in the way that you feel will best serve you.**

By thinking about a few simple aspects of holidays, you can better cater your event to your customers' needs. Remember that the ultimate goal is to bring in more customers while keeping the ones you already have.

On the other hand, it's also very important that you realize you cannot please everyone all of the time. By meeting somewhere in the middle and being sensitive to how the holidays affect different groups, you can plan a holiday event that will bring you a profit.

**Look at all of the factors involved
with each specific holiday and then try to market
as best you can around these.**

Religious Considerations

Keep in mind that not everyone celebrates every single holiday collectively. Largely, the reason for this is religion related. For example, Jewish people typically celebrate Hanukkah and do not observe the Christmas holiday.

The same is true for other religions as well such as Hinduism. Because of this fact, certain holiday events might not appeal to everyone. You can choose to market them at your discretion, but **keep in mind that there are some customers who may care less about the particular holiday in question.**

It might be difficult to be "religion neutral," but it's a good idea to try and stay that way if at all possible.

Advertise your holiday event without referring to any religious terms or symbols.

This will not only help you bring in more customers, it will also help your business avoid offending some people or leaving some people out.

It's a fact that certain holidays are strictly religious and based on one particular religion, but others can be advertised without referencing a particular group and making them appeal to everyone.

A good example of how holidays affect everyone differently would be Halloween. While many Americans just love this spooky holiday (Halloween is a multi-billion-dollar-per-year holiday), some people prefer not to observe it at all.

A large sector of religious people from several different groups choose not to observe it since it is closely associated with things like evil spirits, witchcraft, the devil, etc. In a case like this, **it may offend some people who would normally not pay attention to that particular day.**

Of course, it's a fact that you cannot make everyone happy all of the time, so use your discretion.

Regional Considerations

Aside from strictly religious related consideration, it is also important to consider foreign customers. Independence Day is strictly an American holiday, so not all of your clients will observe this day.

On the other hand, these **regional differences can also be geared towards your advantage.** Take a look at some of the more popular holidays celebrated around the world. If you wanted to, you could customize a special holiday sales event for your Canadian customers on Boxing Day for example.

Brainstorm and try to come up with some other holidays you can gear an event towards. Remember that not all customers are American, so it's important to pay tribute to those who are from other nations.

This is also an excellent way to bring in a larger, more diverse customer base from people in other countries.

You can tweak the event to offer special deals for those in certain countries or you can simply **host the event and make it open to all, but announce that you're celebrating or acknowledging a particular region's holiday.**

Essentially, you want to be sure that you know your audience well before you plan any kind of holiday event. Get a good sense of who your customers are and what kinds of products they'll buy.

Once you have a better feel for your main customer base, you can plan the event around it.

What is your Purpose?

If you are hosting a holiday related event, think about your business' main goal. Is it to make more money? Is it to build up a larger contact list to gain new future customers?

Knowing what the purpose is ahead of time will help you focus on how to market the event.

Perhaps one of the most integral keys to determining which of these should be **your goal is being familiar with what you sell and how it relates to various holidays.**

For example, a merchant who sells ski-related items would do best to work on a Christmas event during that time of year, but at Easter, it'd be best to focus on gaining more clientele.

If you own a costume shop, Halloween is an ideal time of year for some great holiday events. This is perhaps the most obvious example, but it gives a better insight as to how to pick and choose the holidays you would like to promote a special event for and the ones you might be best served to focus on other marketing methods.

Some merchants like party supply stores have an advantage, since they can opt to host holiday-related events just about all year-round. For others, it might be more beneficial to simply take time to focus on getting a larger customer base when certain holidays roll around.

Focus on long-term goals, then hone in on which holidays you will want to have an event and which ones you'd rather take advantage of in other ways.

**Keep in mind that you don't always have to
put on an event for every single holiday.**

Instead, you can work on giving out great discounts, promoting special offers, or coming up with other successful marketing tactics only on the holidays that really relate to your business.

Remember, People Like to be Entertained!

In order to maintain the attention of your customers, you want to make sure that the holiday event you've planned is exciting and entertaining. If you have a brick-and-mortar store, you have a lot more options to make it an event your customers will never forget.

Giving away free items to the first 100 or so customers in the store is almost guaranteed to bring people to the door. Free refreshments are also a great way to bring in business. Games for children, special guests, or even live entertainment such as music are other options. Keep in mind that cost should be a factor you consider.

You don't want to spend too much money on entertainment and free goodies and not end up in the black.

For Internet merchants, the style of entertainment you choose will obviously be much different. It can still be something that customers will be interested in seeing, which brings more hits to the website.

Live games, online chatting with special guests, and contests are all great ways to enhance your website during your special holiday event. You can have the web programmer add in a script that gives away free gifts to certain visitors or you can offer freebies to people who spend a certain dollar amount or more.

People want to be entertained while they shop, so it's integral to make sure they are engaged and don't lose interest. If someone gets bored too quickly,

the odds are very likely that they will move on to the next store or click onto the next website.

Try to promote yourself, the business, and your products in a way that **will excite your customers to make a purchase.**

The Event Doesn't Have to Take Place on The Holiday

While a holiday event is a lot of fun, and they often take place on the actual holiday, it doesn't always have to happen that way. A lot of businesses actually **prefer to host their events after or before the holiday itself.**

Note: After-Christmas sales often tend to bring in more profits than the shopping events that precede them.

It's also interesting to remember that many people may not be thinking about spending money or shopping ON the actual holiday, but instead will focus on doing that later on.

Come up with some creative ways to spin off of a holiday and host a special event the day after. Just because the event is holiday-related does not necessarily mean that it has to happen on the very same day.

Another option is to start the event before the holiday, let it continue on through the holiday, and end it the day after or a few days afterward. Essentially, the dates you choose to put on the event are up to you, but it's something that can be flexible and should suit your business' needs.

Holiday Sales Events

Once you've gone over the important things to consider when you host a holiday event, it's time to actually plan the big sales event. There are definitely different points you'll want to consider in order to increase your bottom line.

Studies show that customers tend to spend more in one place when they receive big discounts on certain items. Often people will spend the rest of their shopping budget at the same place since they've saved money already by shopping there.

If you decide to have a large holiday sales event, it's very important to think about what sorts of discounts you will offer, how much they will be for, and how long they will last. These factors will be a huge part of how the sale fares overall.

Look at your inventory and **see what you have in overstock, then mark these items down the most significantly.** Offer up a "buy one, get one half off" promotion or something similar in order to get things moving. Here are some things to consider when coming up with discounts, product launches, and other special holiday events:

Think About the Type of Discount You Will be Offering

Some merchants like to simply issue a coupon or coupon code for a percentage off of any one item, while others prefer to offer the same percentage amount off of the entire purchase. **Free shipping is a good alternative if you have an Internet website.**

Look at the various options, see what sells regularly, and then discount these things accordingly. Come up with a catchy coupon code such as "SANTA20" for 20% off during a Christmas holiday event.

Discounts lure customers in and then encourage them to make more purchases as they shop. By offering an interesting or significant discount, you are bringing in much more business. **You can advertise these holiday discounts in any way you see fit**; email updates with creative graphics and website announcements work well for your online store. If you operate a traditional store, mailing flyers, airing television ads, or even calling customers is a good way to spread the word.

The discounts you offer will be solely at your discretion so choose them wisely. You can offer anything from a "buy one, get one half off" to a scratch-off ticket that determines just how much the customer will get off of their total purchase at checkout.

Custom codes are excellent for websites and having some that are holiday-themed make them much more fun. **Promote these discounts plenty of time ahead** so that customers are aware of them when the event takes place. Incentive really garners more income for your business, so have fun coming up with different angles for discounts and different ways of presenting them.

Holiday Sales, Much Like Other Traditional Sales, are Considered a Special Event

How you manage the time that these sales take place is also something very important to consider. For example, you can offer one item or several items

at a sale price for a set amount of time, like the week of the holiday or for just one day.

A different option that works very well is to offer deep discounts and big price cuts for a very limited time, such as between the hours of 8-10 AM on that day. This brings people through the door (or to the website) and encourages them to make a purchase.

Another type of sale is known as a dime or fire sale. These sales work in an almost backward way: The discount increases and the price of the item goes down as the sale progresses.

This definitely gets people interested in purchasing; however, this tactic should only be used when you really want to move some serious inventory. Otherwise, you might end up taking a loss, which would no doubt be counterproductive to having a holiday sale or event in the first place!

Make sure your holiday event is spectacular, yet limited. In other words, **be sure the event is impressive enough to encourage more people to buy, but make certain that those sweet deals don't last forever**. The real, true purpose of a holiday event (besides making more money as previously mentioned) is to collect new clientele.

Once you've garnered the loyalty of new customers, the odds are stacked in your favor that you've gained a new customer for life.

Long-term thinking must always be a part of the overall plan when it comes to holiday sales events just like other opportunities that come along.

Getting exposure and good testimonials are certainly the path to ensuring your business thrives and does well in the long run.

Run Your Sale the Way You Would Run a Product Launch

You want to make sure your sale runs smoothly and that the basic model is similar to the launching of a new product. When companies have a product launch, they create a real buzz around it several weeks (if not months) before that product actually makes it onto the shelves.

The same concept should be thought of when you decide to plan a holiday-related sales event.

To find out more about what you should do before the launch day of your sale, how to build anticipation for your sale, how exactly to get your affiliates involved in promoting your sale event, and what exactly to do each week before the big event, check out [Pre-Launch Buzz Secrets: How To Turn Your Launch Day Into Your Best Sales Day](#).

Get JV and Affiliate Launch Partners

Look to reap the benefits of working with others when you are coordinating the holiday event. Try to find some joint ventures or partners who would be willing to work with you.

When you do this, it encourages customers to take a closer look at both parties, and as a result, each of you can benefit as well.

Getting a joint venture going also gives you a lot more brand recognition and tons more exposure. **Be sure your partner is advertising and marketing you**, just as you plan to do for him/her.

When you're looking for another company to participate in the joint venture, try to find another business whose goals are in line with yours. Try to speak to a company that is closely related to your own business, but one that has its own, separate corner of the market.

To help you determine what qualities you should look for in a joint venture partner and what qualities you should avoid. Check out [Joint Venture Product Marketing: How JV Partners Can Create a Product for You](#).

For example, if you sold kitchen gadgets, perhaps partnering with a merchant who sells gourmet food would be a great idea to encourage customers to shop at both stores.

**Planning something on a large scale together
can do wonders for your sales figures,
your exposure, and your customer base.**

Aside from getting a joint venture organized, look to affiliate partners as well. If you don't already have an affiliate program, it may be a good time to start. Affiliates are your ally: Their job is to make you more money so that they can make money.

To get more people to sign up as your affiliates, the sign-up process should

be as painless as possible so that affiliates can easily promote your special event. One way to ensure that the sign-up process will be painless and convenient for them is to use [Turbo Promo-Page Creator](#) to create the promotional pages affiliates will use to promote your special event.

If your business has an existing affiliate program, now is the time to get the affiliates pumped up by offering extra special incentives during the holiday season.

A nice referral program is also great when the holidays roll around.

This means your affiliates will get a little extra, you will gain more affiliates, and you won't have to do any extra work.

Another good way to motivate new sales is to create a special affiliate sign-up event during the holiday season. This can be at Christmas, Independence Day, Easter, or any other time of the year you want to take advantage of it.

Make a program that is themed around the holiday and then make it a limited time offer.

By doing this, you should garner a lot more new sign-ups, and in turn, the affiliates will work diligently on bringing in more business for you.

Make it a Multi-Week Event

Your holiday event should last longer than just a day or two. While the actual sale itself doesn't have to last, say, for the entire month of December, it should at least give your customers enough time to plan for the sale.

It's a good idea to build up anticipation for as long as possible without committing overkill. You want everyone to be absolutely aware of the sale, what it offers, and what dates it will be taking place. This means you'll need to give yourself plenty of time to plan the marketing ahead of schedule so that you will get the right exposure.

How long the sale or event lasts is ultimately up to you. It can be several days, a 24-hour sale, or it can last for a month if you like. It all really depends on your overall game plan and what your goal will be at the end.

Build up the momentum and you should be able to create a nice buzz among your customers and even on the Internet if you're lucky. Viral marketing comes into play here. Create interesting banner and video ads that are funny and even a bit mysterious.

To learn more about how to create and incorporate videos into your marketing efforts, check out [Video Marketing Secrets: How To Use Videos To Grow Your Business](#).

**Keep your clients guessing
and their curiosity will take over in sales.**

Build Anticipation in the Week or So Leading Up to the Event

Again, it's imperative that the anticipation of what's to come before your big holiday event is something that lasts at least a few weeks. The week before the event, however, is the most important. Build up everyone's suspense as to what you're offering him or her.

Make it creative so it holds everyone's attention. You **want the momentum to build and stay with people** until the actual event. It's worse to get everyone excited and then lose them at the last second, so be sure your marketing plan is effective.

Get people interested in the event you are about to host, and then make sure that every day within that very last week you're able to share more bits of information with your email subscribers, your preferred customers, and even new visitors to your website.

Giving away a smaller hint at the big day at a time will really get that anticipation going, and **if nothing else, people's curiosity will definitely bring them through the door or clicking onto the shopping site.**

Come Up with a Timeline

When you decide on a theme, a marketing campaign, and have determined exactly which inventory will be on sale and for how much less, it's time to come up with a definite timeline so that you can prepare properly for your holiday event.

There's nothing worse than being unprepared or failing to plan ahead. In cases like this, the sale could backfire or you could end up losing money instead of making it.

Let's say your holiday event is planned for December 25th (remember, not all holiday events have to take place at Christmas!). Here is an example of a timeline you should follow in order to get a better sense of how to plan in advance and what you can do to ensure success:

1. November 1st-5th: Now is the time to start recruiting your affiliate partners and to start looking for people to join you in a joint venture project (if you so desire). **A good month in advance is needed** to enlist the help of others and get a guarantee of their commitment.

In addition, it definitely takes time for affiliate programs to be effective and you want to be sure that your affiliates fully understand the terms and the benefits that will go along with their participation.

Keep in mind that this should be the date you begin recruiting people, but your actual structure for the affiliate program, including methods of payment and how much to pay each affiliate, should have been in place much, much more in advance.

2. November 6th-30th: Essentially, use the entire first month once you've gotten your affiliate partners organized and excited to promote the holiday event. Remember, as previously discussed, that these promotional events should provide some benefit to them as well. Once they have an incentive, they will be much more inclined to promote your event.

Use that time wisely and **really focus on your partners, your joint venture assistants, and your affiliates**. Come up with a special contest designed just for them.

Offer a nice prize to the affiliate who brings in the most sales and another one to the affiliate who brings in the most new sign-ups under the program. This gives everyone that extra push of motivation that

they need while helping to promote your holiday event to the fullest extent.

Be sure you really focus this first month on getting the word out with the help of others so that the next month (which will be the actual month of the event) you can focus on the sale itself.

3. December 1st-20th: The last month (or the month OF the event) is the time to really build customer anticipation. You should already know exactly what kind of discounts you plan to offer.

Whether it be free shipping, a percentage off the entire purchase, certain stock at a great price, or gifts with purchase, **the details should most definitely have already been hashed out by now.**

This is the time you should be **creating and paying for elaborate banner ads, coming up with marketing emails and newsletters, and getting the word out in as many methods as possible.** Building up the anticipation is definitely something your business should be focusing on at this time.

4. December 21st-25th (day of event): The last week before your event and including up to that day, you should be building the anticipation even more. Come up with a creative sort of "countdown clock" and post it on your website. Daily emails to customers letting them know they're X amount of days away from the big sale is also a great way to get people's interest up and going.

Use that very last week to mail out flyers, make phone calls, and decorate your store or website with the holiday sales event advertising you've come up with. It will be entirely worthwhile once the event is over and you see your sales profits soar.

Holiday Giveaway Events

Aside from the traditional holiday-related sales that most merchants put on, email or mailed newsletters, aggressive affiliate programs, and giving customers specific special offers, **a giveaway can really add some spice and excitement to your holiday event.** Freebies are something that most consumers find almost impossible to resist. Everyone loves to get something for free, and it's a great way to garner interest.

By having a giveaway, you are enticing new customers to come and see what you have to offer and you're reminding current customers that you still exist!

There are several different ideas and tactics you can use so that a giveaway event will be profitable for you and won't break the bank. The key is to **be sure that the giveaway does not end up costing you and putting your business in the red** versus bringing in more cash and giving you gains.

There are different methods you can use to **get customers to participate in the holiday sale event** without you having to sacrifice too much inventory (or none at all for that matter). Your giveaway can be holiday-themed and **based around the particular holiday you are planning to host the event near.**

Of course, WHAT you give away is just as important as how you give it away. There are different levels of giveaways from the simple to the overboard. Some merchants **give away small gifts with a minimum purchase**. This helps to ensure that the customer is spending a set amount of money and **the merchant gets to choose the item they want to give away for free**.

On the other hand, some merchants opt to give a free item away to the 100th visitor or to every 20 visitors to the site, etc. If you want to use this method, it's a good idea to **make it a free item to the 20th person making a purchase instead of just visiting the website**.

The idea: Focus primarily on building a list by having a holiday-themed giveaway. In the intro to this section, give a description/overview of how giveaway events work (i.e., JV partners agree to give away a gift in exchange for an email address. Then all partners promote the event to their lists, on their blogs, etc.

Forming Profitable Partnerships

Choose whether you want to **host your own giveaway event on your own** or want to **participate in one with your joint venture partner or partners**.

If you decide to do your very own giveaway, **think very carefully about the cost you will incur when you give items away for**

free. The term for the overhead in a situation such as this is called CPA, or cost per acquisition.

Essentially, you're acquiring one single new customer for every few free giveaways, so **you want to figure in how much it is costing your bottom line to acquire a new customer or customers.** This is very important in the long run, since you will probably expect to shell out some cash.

If you are a member of [Turbo Membership](#), you will have access to hundreds of products, many of which can be given away for free. This will enable you to have a wide selection of quality products you can choose to give away for free that will enable you to gain long-term customers from this strategy.

Giveaways are a great way to get exposure and grab others' attention. If you do determine that venturing out on your own is the way to go, **give away small ticket items or even give "a percentage off of a future purchase" coupon.** Using discounts as your giveaway item is a clever way to garner more transactions down the road without sacrificing any inventory.

If you've already organized a joint venture agreement, **see if your partner would be willing to give away a free gift, item, coupon, etc.** in exchange for new leads. For example, a joint venture partner could offer to give away a small item of theirs with a purchase from your business. In return, **you give your partner your customers' contact information.**

Just be sure this information is extremely limited, usually consisting of only the person's name and email address. **This method is an excellent way to get an updated contact list to your partner, or vice versa.** Either way it will be beneficial to both parties and the word will spread about your business and theirs.

This is also a great opportunity for you to utilize your affiliates. They can assist you with aspects of the giveaway, such as promotion and marketing.

When you make your affiliate program work for you, the benefits are absolutely stunning.

Get them up to speed so they can understand exactly what you'll be giving away and how it relates to your holiday event. You can even offer the free item or discount in advance just for your affiliates as a special thank you. This is also a great way to launch a new product line or individual product by giving away free samples.

Setting Up the Giveaway

Once you've decided whether you want to offer up your own giveaway or go with a joint-venture-related giveaway event, it's time to determine how it will play out. **A good game plan is essential to ensuring that the giveaway is an important and crucial part of your overall holiday event.**

You can also opt to become a part of another merchant's event and assist them with his/her giveaway. There are two different sides to a

giveaway and both should work well for your business, so how you choose to do it is up to you.

Just **keep in mind that if you participate in a partnership that you're being helpful and professional** so that you're building a lasting working relationship.

If you create a holiday giveaway event, you'll need to:

1. Plan the Event

Brainstorm some ideas of what it is exactly that you plan to give away to customers. If you're a cosmetics retailer, you can give away free samples of some of the make-up you sell. If you sell sporting goods, a free backpack or smaller item like a sports-related key chain is a good idea.

No matter what you sell, the odds are you can find something to give customers, at least to those who make a purchase. **Look for promotional items you can buy in bulk and have them printed with your logo on it.** This helps to encourage customers to buy something from your store while promoting your business at the same time.

Decide if a free item is what you want to give and if a purchase is required or if it would be just for the first so many customers who either visit the store or go to your website and sign up that day.

If it's not physical items you want to give away, **try a discount coupon or coupon code.** This can be a scratch-off card or it can be a set amount for a percentage off of a purchase in the form of a code that can be entered on the website.

Some merchants **opt to give more discounts for people who buy more.** For example, 20% can be given to those who buy up to \$50 and then 30% to those who buy \$75 in merchandise or more.

Giveaways are not just limited to free items or discounts. They can also **include a free contest entry, free shipping, or other things.** How you plan to do it is entirely up to you, and what you give away is also at your discretion.

If your joint venture partner wants to give away something different, be sure you're on the same page so that your event runs smoothly. **Do not forget that your website is your friend: Post updates there** so people know what's going on with the event.

Posting updates on your website means you'll need to change it on a regular basis. If you are not well-versed in HTML, this could be a challenge for you unless you are using [ContePass](#), the software program that enables you to point and click your way to website creation.

2. Find and Recruit Partners

After you've planned the giveaway, it's time to find the partners you are looking for to assist you with the event.

Try to find other businesses that are closely related to yours, but, obviously, don't sell the same items.

Furniture stores and linen stores, record stores and movie stores, cosmetics and hair salons are good examples of businesses who make good partners but sell something that is specifically different.

Your partner may want to be the one giving away items or you may be. Whichever side decides to give the items or discounts away, the other partner should be able to get a new contact or client lead. This is an important mutual benefit that helps the partners go the extra mile.

Plus, **both partners should see a distinct increase in sales**, at least for a while after the holiday event. It really gives good exposure to both businesses and **may open up new opportunities for customers who may not have even heard about them beforehand.**

It's not absolutely essential that you only choose one partner. **You can actually partner up with several businesses to make an even larger giveaway** and holiday event. Sometimes, the more partners that are involved the merrier.

Come up with some new ways to get exposure through partnerships that can help you gain new respect and new recognition. It can also make the holiday event one that is truly memorable both for your business and for your customers.

3. Use Incentive to Get More Exposure

When you do get involved in a joint partnership, whether it's just yourself and one other partner or several partners, offer some incentive. This motivates everyone to do their best and bring in as many new customers as possible.

Think of a script for your emails and/or your affiliate portal that says whoever brings in the most traffic to your website will get the most exposure from you. For example, **the partner who sends traffic your way the most from their link will get the biggest banner ads on your website or more logos and mentions in your newsletters.**

When you offer partners and affiliates incentive, it creates **a sense of friendly competition.** In addition, it will really help your business' reputation when you deliver what you say you will.

When the holiday event is over and the affiliate partners have referred traffic and leads to your site, **reciprocate the favor by doing an excellent job in marketing them** so that they receive the same. This creates a long-lasting impression that works really well.

4. Choose Your Gift

Deciding what gifts to give away to customers can be really tough. Regardless of the fact that you're hosting a holiday event and want to get into the spirit of giving, you still don't want to give away something that will break the bank or kill your inventory.

Promotional items seem to do very well and they get the word out there for others to see. This can include anything from pens and calendars to pieces of luggage. It's entirely up to you what you want to give away. **Just remember that this will cost you money, so it's good to give away something that is worthwhile but not too flashy.**

If you don't want to give away actual items, **you can opt to give other things away such as a month of free service (if your business is service oriented) or a discount code for future purchases.** Everyone loves free shipping when it comes to buying online, so this is definitely something else to consider. You can even mail out greeting cards to your customers for the holiday season.

Think of creative ways to introduce your giveaway to others (not just new customers). By using good wording and making it exciting, you will encourage more people to check out your store.

You can also offer to **give away a free item to new customers ONLY, and this can only happen once they opt to sign up for your newsletter or email list.** It's a good way to introduce people to your business; this can happen shortly before the annual sale so that you are enticing them to buy just in time. Hopefully with this tactic, you will have new customers for life.

5. Back-end

Think about those who have not shopped with you before. You can even separate your new customers from old by giving away freebies

only to new customers. It's a good idea to **offer these items for people who opt in to your email list only**. This way, you are gaining a new lead regardless of whether or not you actually make a sale.

The more leads you can garner, the better. Make the new email list separate from those who have already shopped with you so you can keep track of how many people have signed up for the freebie. This is an excellent way to track new business.

Once people sign up for your free giveaway, you'll want to **confirm their interest by sending what is known as an autoresponder**. An autoresponder is essentially an automatic email response that goes out to people who request information.

It's very important that this autoresponder be informative, positive, and encouraging so that the people who visit your website are not just looking for freebies, but are actually interested in your company. Make sure that the wording you use shows appreciation for their visit, and **you can even throw in another discount on top of the free item, just to get the ball rolling**.

While giveaways seem to be a good way to go when it comes to getting new business, just be certain that these items you give out are not hurting the bottom line.

Overall, the money you bring in from just one customer should more than compensate for several (or even several hundred) items you give away.

The response will most likely be overwhelming if you are sending out actual items to people. Be sure to **track your giveaway inventory so you don't end up angering some people** who might request a freebie once they're all gone.

Be sure to **update your website as well when the freebies diminish** so that people will know you're no longer offering them. In cases like this, you can **compensate by offering another option such as free shipping or a special discount code** so that you still encourage new people to become customers.

6. Promote

The real success of your holiday event will come in the form of promotion. Again, the build-up of anticipation about your holiday event is what really gets people interested and gets them talking amongst themselves.

Some websites have forums where people discuss great deals. A lot of Internet shoppers flock to these forums for good deal advice and places to find a great sale. You want to **create a buzz that will encourage others to check your store out.** By promoting, you can do this in no time and the word-of-mouth will spread.

Speaking of promotions, while you want to bring in new customers and offer them some of the many benefits mentioned here, **don't forget your older, loyal customers.**

If you have a separate database of people who have not made a purchase from your site in quite some time, you can offer those people a special, separate discount. This is a great way to remind people that you appreciate their business and it can jump-start new sales from old customers.

While the joint venture partnership is definitely helpful and will give you more "brand recognition," there are other great ways to promote your event. Make sure you **create a really good, creative, and effective banner ad.** Then find websites that relate to your specific type of business and see if you can advertise there. Most of the time, people visiting a related site will check your online store as well if it's similar.

Aside from banner ads, of course **emailing your current customer list is a good way to let people know ahead of time about the holiday sale.** Just like with the giveaway, you want to choose good wording and creative elements in your email so that people are genuinely interested in what you are offering them.

Radio and television ads are always a trusted stand-by, but of course, these can be quite expensive for most businesses. Mailed flyers work well too. **Think about overhead costs when it comes to both of these methods since TV and radio ads can be pricey and the**

cost of printing and postage can affect you when you send out mailed items.

Viral advertising is another great way to spread the word about your event. Try to create a video and post it on popular video websites. Many of the video-related **websites allow people to post videos for free**, so this is definitely a great way to promote the sale.

Holiday Contest Events

Contests are often irresistible to people. **Hosting a great holiday-themed contest is an excellent way to build your client base and encourage new shoppers to come in.**

You can build your contact list as well with these contests, since you will most likely ask for everyone's contact information in the event that they are a winner.

Giveaways, discounts, and advertising are all wonderful ways to get people interested in your event, but a contest can often seal the deal. Here are some things you will definitely want to keep in mind before you make your contest "live."

First and foremost, you want to **make sure that your contest is legal**. There are certain laws in each state that must be followed in

relation to hosting contests. One of those laws includes taxing the prize winner. If the value of the prize is over a certain amount, you must **send the winner an IRS form that they must file during tax season.**

Certain items are illegal in some states to ship, such as wine. Alcohol cannot be mailed to people in certain states. This is a good example of a law that you might not be aware of when it comes to your contest.

The best thing to do is look into your local laws first and foremost and make sure that the contest is fully legal. **Find out what kind of disclosures you will need to include at the bottom of the entry form,** as well as on any forms that the winners must fill out to claim their prize.

It's a good idea to consult others who have hosted contests to get some advice. Do a little bit of research and find out exactly what must be done to ensure that the contest is run legally and all prizes are distributed properly according to the law.

Consider hosting the contest yourself and giving away your own prizes. If you do this, there will be **no need to share any lists you garner from it** with your joint venture partners. On the other hand, you can enlist their help and see if they'd like to contribute some prizes, but you will also have to share the information you get for all contest entries.

This can still be a good thing since joint venture partners will often bring in more volume than you might be able to do yourself. The partners can also give prizes away or you can even make the main grand prize a combination of something from your business and theirs.

How you want to give prizes away is completely up to you. Just remember that **if you give your own prizes away, you are solely responsible for the cost of those prizes.** While the list you get will be valuable, you'll want to determine whether it's worth it to go it alone.

On the flipside, if the prizes you give away are your own inventory items, you may just find a very happy customer who likes what you sell and will pass the word on to others. **Contests please people, particularly when they win, so most of the time the winners like to express their joy and appreciation by telling others about your company.** This kind of advertising is invaluable.

Remember that **a contest doesn't have to be a one-time drawing with just a few winners.** It can actually be a week-long (or even month-long) event! Keep the contest fun and engaging so that people are entertained. This will also encourage them to come back and visit your website daily.

**If there is a prize being given away every day,
more people will return to visit each day
in hopes that they will be the winner.**

Drawings aren't the only way to run a contest. You can **integrate a spinning wheel on your website and have entrants spin it each day for a new prize.** The prizes can vary from something very small like a trinket all the way to a large grand prize like vacations or cash. Whatever you decide to give as a prize is up to you, but make it something that people really want so they definitely come back and participate each day.

Be sure your contest runs right up to the day of your holiday event. Throughout the contest, smaller prizes can be given away, and then the single grand-prize winner can be announced on the very last day. Or, you can opt to give larger (but more modest) prizes away each day along with the consolation-type prizes. Just **be sure that the prizes you choose are something in line with the current times** (i.e. giving away iPods when they were popular). Design the contest so that it accommodates everyone who is interested.

Offer prizes that are directly relevant to your niche. This is very important, since the items you give away will determine the people who visit the website and sign up for the contest. In other words, if you sell fishing equipment, give away fishing-related prizes so that you are bringing in people who are truly, genuinely interested in what you have to offer.

If you only offer things like trips or cash, you will most certainly bring in more people, but most will not convert over to customers or sales once the contest is over. You don't have to solely give away items related to your business' niche, but **if you do opt for other prizes, make them the grand prize.**

Another good way to bring in entrants who will convert over to regular customers or sales is to **give away your own products as prizes**. This gives people a chance to try out what you have to offer and you will most likely spend a lot less money in overhead since the prize will be coming directly out of your inventory.

When someone wins and receives your own product as a prize, they are left with a good impression on two fronts. First, they will be very pleased that they've won, and second, **they are automatically new customers in a way since they now have your items in their possession**. The hope with giving away your own products as a contest prize is that the winner enjoys using or having your items and they become a new customer for life.

Be certain that the contest rules clearly state what the winners will receive. It's very important that the runners-up know what they are getting as well. If you like, **you can also offer everyone who enters your contest a special deep discount as a consolation prize**. The discount can last for about two days after they receive the discount code, just to encourage them to shop on your website or in your store.

Make sure that the winners of the larger prizes know exactly what they must do in order to get their prize. In most cases, they must sign an affidavit. For very large prizes, these may have to be notarized. Again, **it's very important to know the laws for each state when it comes to contests and prizes**.

Create a contest that's primarily interesting only to your niche. While the prizes should pertain to your niche, the contest should do this as well. Since the contest will run in conjunction with the holiday event you are putting on, **it should be holiday-themed as well as related to the type of business you have.**

There are so many creative ways to get people interested in your contest that you will have a great time brainstorming themes, names, logo ideas, and other features that will make your contest look great and become a success.

Just like with the prizes, it's imperative that the contest relate to your niche business to avoid too many entries from people who just want to see if they can get something for free.

While you definitely cannot control who enters your contest, it really does help to try and deter too many unwanted entries.

It is not profitable to give away actual prizes to people who are most likely not interested in your company.

Although you may never know who the winners are or what their intentions may be, if you can **hone in on the theme and attitude of the contest to fit your specific niche**, it's more likely that people who genuinely want to participate in your website and business will be entering.

Create a special autoresponder series to convert contestants to customers. Just like the autoresponder you are planning on sending affiliates, newsletter sign-ups, and participants in your giveaway, you definitely want to create one for contest entries as well. This special email should include several different pieces of information.

First and foremost, **notify the entrant that their entry has been received**. This helps to confirm that you've gotten their information and makes them feel confident. Also, it's important to **thank the contest entrants for their entry and for visiting your website**.

Aside from these two crucial elements in the autoresponder, also **include the contest rules and a reminder for them to come back and enter again each day** (only if you have an ongoing contest that allows an entry per day for a span of a few weeks).

Apart from the basic elements of your contest autoresponder, you should also **remind the people who enter that your website store will be hosting a special holiday event**. Include the date and what kinds of sales or discounts you will be offering. This friendly reminder will get people to buy items from you instead of just coming to your site to enter the contest.

Make sure the autoresponder is creative, energetic, colorful, and exciting. **If you just send a text email, it will not have the same impact as a colorful and graphic laden email**, so put your best foot forward. While the autoresponders may seem a little bit trite and redundant, they really can make a huge difference in the sales you see later on down the road.

Promote your contest and make sure it goes hand-in-hand with the holiday event. Much like the holiday sale and the giveaway, you will want to promote your contest with fervor and excitement.

Use creative methods that will draw people in and make them interested in not just the contest, but in your website and business. **Use emails, online web banner ads, and videos,** just to name a few.

Forums also serve as an excellent tool to promote your contest. Forums are excellent at creating a buzz and spreading the word throughout the online community. If you choose to post your contest link and details on web forums, **try to find those that are related to your niche business.**

This way, you're getting the word out only to people who will really be sincerely interested in your website and what it has to offer. Don't forget that you are also promoting your holiday sale event, so you can always mention that in the forum posting as well.

Press releases are an excellent tool for those wanting to promote an event of any kind, particularly those in business. Try to **come up with good copy that you can then turn in and have released by various websites.** These press releases are a good way to get people interested in finding out more about your business.

Bloggers can also be very helpful to people who need a boost in promoting their website, contest, or sale. If you can **recruit some good bloggers who are willing to write some entries about the contest**, you will definitely be able to get more interest. There are lots of great blogging network sites to which you can submit some blogs written by yourself or your staff as well. These really get people's interests going.

Social networking sites are one of the most lucrative forms of promotion on the web today. Use your creative banner ads on these sites and watch the hits come in.

To learn more about how to use social networking sites to gain more targeted traffic to your website, check out [Social List Building: How To Drive Hordes of Hungry Leads To Your Site Using Social Media](#).

Be aware, however, that **your server must be able to handle all of the new traffic**. You also must be able to handle the new information flow that comes in through new lists, contacts, and information. The value that comes from garnering new leads is definitely worth it.

One software solution that will enable you to easily keep track of all the new lists, contacts, and information that you will gain from your special events is [JVManager 2 - Fantasos](#), as this one-of-a-kind management software program can keep track of your customers, affiliates, JV partners, campaigns, tracking links, download links, and more.

An interesting video is another excellent way to get the word out about the holiday event and contest. Videos give people a visual image and a much clearer idea of what your event and company are all about; they're also wonderful for creating a buzz about the contest.

A way to make your videos even more interesting and enticing to watch is to add "skins," or attractive borders, to the videos on your web page. This way, people will be more eager to play the videos on your site, and as a result, you will more easily gain the benefits from video marketing. Check out [Video Skins Pro](#).

Conclusion

The holidays make us feel good and motivate us to spend more time with the ones we love. It's also a time to give gifts to others and perhaps even treat ourselves to something nice as well.

While Christmas is always the standby favorite for most retailers, **there are many other holidays you can consider when it comes to promoting your company**. Creative advertising and new ways to get new customers to visit your store or site are integral for being a success and making a profit overall.

Partnering with other companies is a great way to get more recognition. It also helps to foster new relationships with people that can really help you expand and grow. Joining forces with other

companies gets your company recognized in ways you may have not thought possible before.

It's a wonderful experience that can give you new insight and get you much more exposure. **Even after the holiday event you put on is over, the partnerships you form hopefully will last for many more years** so that you can build on that very important relationship.

We can't forget the role that our affiliates play in our business' success. Without the help of dedicated affiliates, many online businesses might not have a fraction of the clients that they currently have.

The affiliates are there to make money for you and for themselves. By garnering a nice holiday-related promotion for them, you are giving incentive and should expect to receive a large list of new customer information, sign-ups, and sales.

Converting those clicks and leads into real sales is the absolute goal, and with the help of affiliates, this is definitely possible.

Keep in mind what customers want during the holidays. Since expenses tend to go up, the first thing they want is to save money. **Offering substantial discounts is a great way to lure in people to make a purchase**, and hopefully, they will return after the holidays are over as well.

Creative methods used in order to offer discounts are a great way to bring people in and encourage them to spend more. You can use a variety of different combinations of discounts so that customers see several options, depending on how much they spend or when they visit your website to make a purchase.

We all know everyone loves a freebie. Come up with some new things to give away for new customers. **Don't forget that freebies don't actually have to be tangible goods.** They can consist of other things like free shipping, a discount code, or even a small free gift with purchase.

A guaranteed refund if the customer is not happy along with free return shipping is also excellent. As many different ways you can give your customer another added boost and reason to buy is always good. **Promote your giveaway in conjunction with the large holiday event** so that people are aware of it and don't forget about it.

Contests encourage new information submitted through your website. Be sure to **promote the contest and build up excitement and anticipation.** When you use good promoting materials, advertisements, videos, and methods to spread the word about the big contest, you will surely see results.

Don't forget to have fun with the contest and make sure that your customers are having fun with it as well. **Follow the laws and organize your prizes and number of winners ahead of time.** This also includes the frequency of the contest: You can hold a daily contest

for several weeks before the holiday event or just have a large drawing and announce one grand prize winner and a few runners-up.

Holiday sales events are designed to bring in current or previous customers as well as the brand new. It's a great way to show the world who you are as a business, so be sure to put your best foot forward when it comes to promoting and contacting people.

Autoresponders are helpful in getting people to remember that they visited your site. Be sure you have some excellent writers on staff or can hire someone who can write well so that it makes an impact on people and gets them to come back to the site later on.

With some good planning and marketing, your holiday event can go off without a hitch. It just takes a little bit of creative thinking, determination, and smart business sense to ensure that your holiday event will be a money-making tool.

Some companies have annual holiday events, so take careful notes on the things that work well for your business and the things that don't. This way, **you can create a repeating yearly holiday sale that will bring in revenue, new customers, and exposure for your company.**

Use analytical tools in order to track your progress and success. There are many different programs and web trackers you can use to see how well you fared when the dust settles. Use this information to see what worked and what didn't and see where the hits are coming from in

terms of links on other websites and advertisements. See how your affiliates worked for you as well.

All of this is essential to learning how the different marketing methods you incorporated worked for you so the business can try something a little bit different the next time.

Keep in mind that there will be some failures and disappointments associated with the holiday event, but there should also be some triumphs. **The ultimate goal is to get a new client or customer base, as well as preserving the old one.**

You want to come out in the black, make a profit, and see how well the holiday event worked for your overall sales numbers. If you notice a jump in new sign-ups, new email subscriptions, and new sales, then you will know the event was an overall success.

There are literally endless opportunities out there for Internet merchants, so **take advantage of the wonderful marketing resources available.** Sometimes businesses don't always rake in the dough, so do not beat yourself up too hard if you don't get the numbers you had your mind set on.

It's not always fruitful for every single business out there, but **holiday events will definitely help you to get more for your efforts.** Remember to keep it fun! Hopefully your holiday sales event will be

fruitful and bring in a whole new bevy of rich opportunities so that **your business will continue to thrive and grow.**

John Delavera and {--your-full-name--}