HOLIDAY OFFER HOW-TO

That DIGITAL RUSH

1. Decide on Your "Gift" to Customers/Clients

What are you providing that's extra-special this holiday season?

- Discount
- Sale
- Freebie
- Virtual Event
- Download
- Giveaway
- Gift with Purchase

- Promote Specific Product or Service for December Only
- Create a “Holiday Collection” of Specific Products or Services

- Introduce New Products or Services Just for the Holidays

2. Promote Your Product/Service as a Gift Others Can Give

A great gift for others!

Holiday gifts are great way to treat friends and family to products and services they might be hesitant to buy themselves. Especially with our economy right now.

How can your products and services be packaged as a gift?

- **Gift Cards**
- **Sample Service for a Discounted Price**
- **"Couple" or "BFF" packages**
- **Think of life milestones and life stages they're in**
- **How can you help them meet goals & put themselves first**

3. Spread the word!

Advertise Non-Stop

Keep posting on social media (at least twice a week!), invest in a small budget for digital ads, send emails out to your customer list, and keep promoting throughout your store or office!

Don't forget about ...

- Facebook (Regular Posts, Stories, Live, Ads)
- Instagram (Regular Posts, Stories, Reels, Live, Ads)
- LinkedIn (Regular Posts, Live, Ads)
- Twitter (Regular Posts, Ads)
- TikTok (Videos, Ads)
- Email to Your Customer List
- Promo Included in Transactional Emails
- Google Adwords (Search Ads, Gmail Ads, Display Ads)
- YouTube (Videos, Ads)
- Influencers & Advocates Spread the Word
- Instore Bag Inserts
- Instore/Inoffice Flyers
- Ask Employees to Spread the Word, too!
- Networking events
- Pop-up sales

You can advertise on a budget! But that means you need to post and email more often!

4. Document Your Plan

Stick with your message and keep promoting yourself!

Stay accountable by mapping out the details of your holiday marketing plan.

Deal or Discount: _____

Timing: Start: _____ Finish: _____

Message:
Why is your product or service the perfect gift?
_____

Marketing Channels:
Ex. Social media, email, networking, presentation, instore, sales calls.
_____

Tactics:
Ex. Discount, Giveaway, Guest Blog Post, etc.
_____

5. Create Your Promotion

Pick a color scheme and message theme

When your digital promotions, social posts, store displays, and packaging match, your audience will start to recognize your brand and start building a relationship with you. It can take up to ***7 times*** for someone to see your message before they take action. Make sure they recognize you each time!

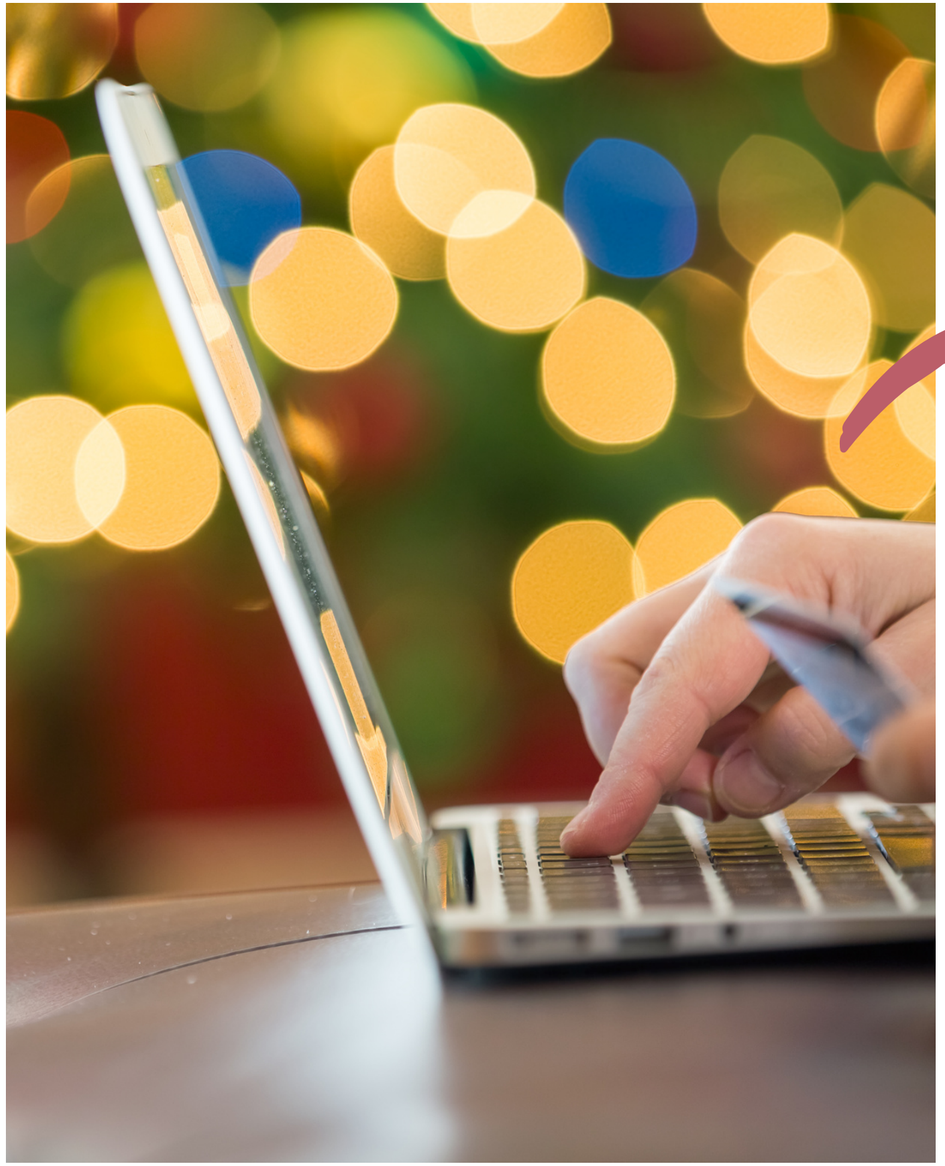
Fonts: Headline Font: _____ Regular Font: _____

RBG: _____

Hex Code: _____

Tag Line: _____

Hashtag: _____



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I have worked in the digital marketing industry since nearly the beginning. I jumped right in, blazing many trails and helping convert what was once complex, into easier and more accessible solutions for businesses ready to implement digital solutions.

My natural aptitude for all things digital, coupled with a track record of helping many businesses across the U.S., has prepared me to step into my current role. By testing and recording what actually works, I now exclusively help small and medium sized businesses nationwide be successful, solve business problems, reach the right customers, and get measurable results.

My clients reap the benefits of my lifetime of learning and my proven ability to solve business problems. If you're chasing the euphoric "rush" that comes with good digital marketing, then you've come to the right place! Welcome to That Digital Rush.

Ashley Werner

FOUNDER & OWNER
OF THAT DIGITAL RUSH
& SELF-PROMCLAIMED
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That DIGITAL RUSH