

SWIFTPAGE CONNECT PRESENTS: HOLIDAY MARKETING IDEAS



SALONS AND SPAS

Get Holiday Glam

Notify your clients about product and service specials as early as October. Push them to schedule appointments in time to look and feel their best for holiday party season. Be sure to send out appointment reminders to increase efficiency during this hectic time of year.

PARTY VENUES

Spotlight Your Festive Location

Include photos of your location decorated for the season to entice festive visitors. Be sure to include capacity details, holiday party hosting options and contact information to boost your private party reservations.

RESTAURANTS AND BARS

'Tis the Season Traffic

Add new holiday-friendly and seasonal food and drink specials to your menu and your communications. Be sure to time the best deals when you have the slowest traffic and the highest opportunity to draw people in and create buzz around the delicious – and limited time only offerings.

FITNESS CLUBS

Why Wait? Avoid the Rush

New Year's resolution-ers will be sure to pack your club locations come January, so offer early fall incentives. Provide facts and more flexible class schedules to speak to how much easier your member's fitness goals will be if they stay active during the holiday season. If the weather turns colder in your area, send timely notifications about your class and equipment offerings as members and past/potential members' routines move indoors.

TRAVEL AGENCY

Last Minute Specials

The holidays are a popular time to take a vacation. Let those last minute shoppers know about all of the amazing places they can go. Add a theme to it such as, "The 12 Days of Vaca" or "Santa Goes South" to your campaign to capture the spirit of the season.

PHOTOGRAPHER

Holiday Card Photos

Get a jump on other photographers by suggesting your customers get their holiday photos done now. Offer a special discount for sessions booked in October. Or book a local Santa and offer a deal on photos with Santa for your early booking customers.

CONSTRUCTION AND BUILDING

Get Your Home Holiday-Ready

Offer specials on common renovations to push contacts to make updates to their home in time to host a holiday party!

LANDSCAPE SERVICES

Seasonal Offerings

Many of us forget our landscapers once the snow flies. Consider winter services such as holiday light installation and tree feeding. Let your customers know that lawn and tree care works best when it is performed year round.

PLUMBER OR ELECTRICIAN

Maintain Now, Worry Free Later

No one wants their plumbing or electric to experience issues over the holidays. Consider offering a system check-up to your customers. Give them a special incentive to complete suggested repairs before the holidays.

REAL ESTATE AGENT

Host a Holiday Themed Open House

Invite customers to one of your best listings for a holiday gathering. Provide seasonal favorites such as apple cider, hot chocolate, and warm cookies. Use the open house as a time to thank your customers for their loyalty and tell them about market conditions.

AUTO SHOP

Tune-up to Avoid Hassles Later

Holidays mean a lot of driving for many of your customers. Boost your revenue by encouraging them to come in before their holiday travels. Think about up-sales such as snow tires, windshield wipers, and heated seats.

LAWYER

Year End Reminders

Create a campaign to highlight services your clients should complete before the end of the year or early in the New Year. Send them bi-weekly or monthly as the holidays approach.

IDEAS FOR ALL

Holiday Thank You Email

Send an email during the holiday season letting your customers or clients know how much you value them and their business.

Event Invitation

Use the Swiftpage Connect system to send out an invitation for your event and collect RSVPs using a survey form.

Update Your List

The holiday season is an excellent time to offer a little incentive to your customers when they update their information in your database.